

# Dallas

DECEMBER • 1952



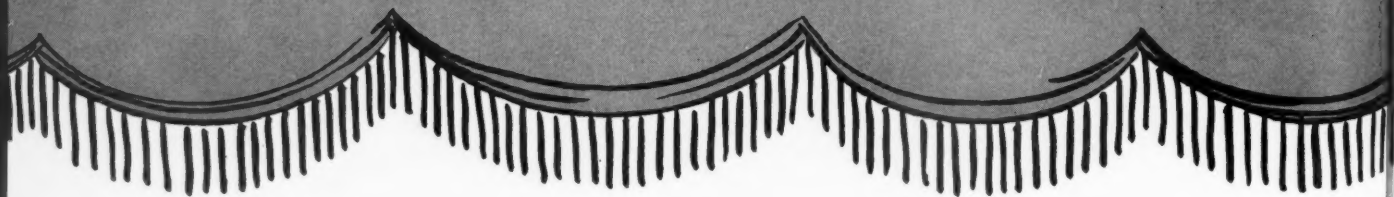
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# Dallas PIONEERS



Established

**1869** Padgett Bros.  
Company

Leather Goods—  
Wholesale and Retail

**1872** Dallas Railway  
& Terminal Co.

Street Railway

**1872** Huey & Philp  
Hardware Co.

Wholesale Hardware

**1875** Dallas Transfer &  
Term. Whse. Co.

Warehousing, Transportation,  
and Distribution

**1876** Trezevant &  
Cochran

Insurance General Agents

**1876** Fakes &  
Company

Home Furnishings

**1884** The Dorsey  
Company

Printers—Lithographers  
Stationers—Office Furniture

**1888** Sutton, Steele  
& Steele, Inc.

Engineers and Manufacturers  
Specific Gravity, Electrostatic  
and Centrifugal Separators

**1889** J. W. Lindsley  
& Company

Real Estate and Insurance

**1890** William S.  
Henson, Inc.

Advertising Printing

Established

**1893** Sparkman-Brand  
Inc. Morticians

Originally, Leudermilk,  
Broussard and Miller

**1893** Fleming &  
Sons, Inc.

Manufacturers—Paper  
and Paper Products

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1897  
Boston Gear Works Division 1898  
Industrial Supply Division 1907

**1900** John Deere  
Plow Company

Agricultural Implements

**1902** Stiers  
Laundry

Quality Laundry & Cleaning Service

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire—Casualty

**1906** Hesse Envelope  
Company

Manufacturers of Envelopes  
and File Folders

**1910** Red Bryan's  
Smokehouse

Barbecued Meats

**1911** W. W. Overton  
& Co.

Food Broker

**1912** Stewart Office  
Supply Company

Stationers—Office Outfitters

**1914** Texas Employers  
Insurance Ass'n.

Workmen's Compensation  
Insurance



THE entire stock and showroom of the Stewart Office Supply Company, in their first ground floor location, is shown in the above 1917 photograph. Wooden files, wire mesh waste baskets and a de luxe display of brass cuspidors were part of the ensemble. Then located at 1810 Main Street, the entire Stewart establishment encompassed 2,200 square feet including stationery storage and a recessed wrapping counter. Five years before, in 1912, W. Neil Stewart, Sr., began the business in a small room in the Praetorian Building. Two years later the growing business moved to the third floor of a structure at 1523 Commerce. In 1918 the company moved to a two story building at 1919 Main Street and in 1929 purchased and moved to its present building which it later sold and retained its quarters under a lease. This month the Stewart Office Supply Company will observe its fortieth anniversary. Growing with Dallas it has become one of the largest office supply organizations in the Southwest and today it occupies more than 45,000 square feet of floor space in its modern store at 1523 Commerce Street and its warehouse located at 700 South Austin Street.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.





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DALLAS • DECEMBER, 1952



# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Point of No Return

SINCE the birth of America's dynamic industrial economy, the generations of people who have lived and prospered in its environment of opulence have had little time or inclination to contemplate the preposterous thought that this rich land of ours would someday become a have-not nation. Indeed, despite our knowledge of the fact that the fuels and metals extracted from our earth are irreplaceable, we have shrugged off the prospect that our insatiable appetite for such resources would someday surpass our production of them. And yet it is an astonishing fact that the prospect of such an eventuality is not in the remote future. It is not even in the near future, nor is it even in the present. We have already, in the last few years, attained and passed the great turning point in our economic history, a point from which we can never return.

In this presidential election year, when the attention of the people has been captivated by the spectacles of politics, it is not surprising that comparatively little notice was accorded the publication in Washington a few weeks ago of the report of the President's Materials Policy Commission. The people have often been surfeited, anyway, by reports of bureaus and commissions in Washington. But this particular report, published in five volumes, is a work of monumental significance. It is titled "Resources for Freedom," and it is both a factual analysis of the American economy and a challenging commentary on the American destiny. It should be studied by every literate American, because his future, and that of his posterity, is within its pages.

The report studies and charts the development of the American economy, delineating its fabulous expansion

throughout the years. With tables and balance-sheets assessing the production and consumption of all our natural resources, the report unfolds our economic history and orientates its findings toward the future. It is at once an inspiring tribute to an ingenuity and resourcefulness which have produced the highest standard of living ever achieved by man, and a sobering caution of the manifold new problems of the future which must be intelligently met if that standard of living is to be preserved.

During the past half-century, the report discloses, we have been gradually outgrowing our resource base; that is, our consumption of raw materials has been increasing at a more rapid rate than our production of them. In 1900 our production was 15 per cent greater than our consumption, but by 1950 the pendulum had swung to the point where our production was 9 per cent less than our consumption. In other words, sometime during the forties we came to the end, quite literally, of an economic era in the United States. From that point on, that point of no return, our consumption of our resources began to exceed our production of them. From that point on, this nation became a net importer of raw materials; and as long as we seek to maintain the standard of living we have achieved for ourselves, that trend will continue for all the years of our future.

Our standard of living means that the average American today consumes 18 tons of raw materials a year. He requires to sustain him seven tons of fuel, five tons of building materials, three tons of fibers, and three-fourths of a ton of food. The greatest producing nation in the history of the world, which the United States is today, can no longer supply his needs. Indeed, the disparity between the needs of the average American and the ability of his productive capacity to supply them will widen still more as the years go on, because the cost of exploiting his natural resources will increase

inexorably in the future. Our economy is expanding at the rate of 3 per cent a year; yet, as the report disclosed, "the supplies of the evident, the cheap, the accessible, are running out." Our production deficit of 9 per cent in 1950 will reach 20 per cent in 1975.

What all this means to the Average American, and to the kind of world his children will live in, is arresting to contemplate. The economic orbit in which he moves will progressively become stranger and more disparate than that in which he has always lived. He will "scratch harder and harder for materials" from his own soil. He will employ technological devices and inventions to exploit more fully those resources which are abundant rather than those which are scarce. And, more than anything else, he will find that his economic well-being must be inextricably linked with that of the free world, because his way of life can be maintained and developed only to the extent that the resources of other nations are brought to his door to supply that growing margin of his needs which his own good earth cannot provide.

It is the literal truth that the United States has entered upon an entirely new economic era in its history, and the circumstance that the average American may be wholly unaware of it does not controvert the fact. But the prospect is far less alarming that it is a wholesome challenge. It is disturbing only to the extent that in our complacency we may fail to make the political adjustments necessary to meet the responsibilities which will be so new to us. Otherwise, the future is replete with opportunity and promise.

The lodestars of our future can be defined in their essence as world peace and world trade. We must work unceasingly for the security of the free world, for without such security we must suffer the isolationism which our economy can no longer endure. And we must work for world trade, disavowing the spuriousness of protectionism, and promoting with enlightened self-interest the greatest possible interchange of goods and services among the free nations of the world. By no other means can we project into the future the growth and prosperity we have attained through the years of the past. Our economic frontiers are no longer at our shores.



DALE MILLER

# Chamber Salutes Dallas-Fort Worth Area



**T**HE two men shook hands, the flash bulbs popped, and a huge mural symbolizing the growth of the Dallas-Fort Worth area lit up.

The handshakers were Ben H. Wooten and Berl Godfrey, presidents of the Dallas and Fort Worth chambers of commerce. And their grip, as much as the mural, marked a new spirit of cooperation which is blooming between the two cities.

The occasion was the annual banquet of the Dallas Chamber, held early this month.

More than 1,000 persons thronged into the Grand Ballroom of the Adolphus Hotel to hear the two chamber presidents make an optimistic forecast for the expanding Dallas-Fort Worth area.

They heard, too, a narration of a 30-minute movie-type production entitled "Thirty Miracle Miles." The showing of

the film slides was a depiction of the growth in the 30 miles embracing the two industry hubs.

While "Thirty Miracle Miles" was the highlight of the meeting, the 38x12-foot painting, showing impressions of both the Dallas and Fort Worth skylines, was a chief mark of the banquet's theme: Dallas-Fort Worth cooperation.

Seven new directors of the Dallas Chamber were named at the banquet, and the first announcement that Leo F. Corrigan, builder and real estate man, will build a 50-story — instead of a 40-story — Dallas office building was made. Mr. Corrigan's original plans for the building, to be erected at Akard and Main, called for 40 stories.

Mr. Wooten, in welcoming guests, pointed out that the major purpose of the meeting was "to get to know each other better."

"The most important asset of this great area is the people," he said. He gave Mr. Godfrey, a Fort Worth insurance executive, credit for fostering the idea of cooperation between the two cities, and noted: "Dallas and Fort Worth have outlived a lot of foolishness, thank the Lord."

The Fort Worth Chamber president, in answering, said that his only regret was that "it took Fort Worth 102 years to realize how fortunate it was to live so near your great city."

Mr. Godfrey told his audience that he had been stopped in the Adolphus lobby by a stranger, who asked: "How much bigger is Houston than Fort Worth?"

"I gave him," said the visiting chamber head, "an answer I hope can be given for the next 1,000 years. I said: 'In the greater Dallas-Fort Worth metro-

**THIRTY MIRACLE MILES** was the subject of a movie-type program at the banquet. Below, three Chamber presidents, E. H. Stolz of Grand Prairie, David Joseph of Mesquite and Hayden Johnson of Arlington, glance at the slides. They showed the progress not only of Dallas and Fort Worth, but of the booming smaller cities in the twin-city area.



**ANNUAL REPORT** of the Dallas Chamber of Commerce was issued at the Chamber's yearly banquet. The report emphasized progress for the entire Dallas-Fort Worth area. Below, left to right, Roi Mitchell, Charles H. McNeese and Roy Wadsworth of the Garland, Hurst and Irving Chambers, respectively, inspect the report.





politan area, there are 400,000 more people than there in Houston."

In "Thirty Miracle Miles," Dallas' prosperity was pointed up by a review of the industries that have come into this area. Among the cities recognized were Garland, Grand Prairie, Mesquite, Arlington, Euless, Grapevine, Carrollton, Irving, Hurst, Fort Worth and Dallas.

Dallas Banker R. L. Thornton was quoted as predicting that within the next decade the Dallas-Fort Worth area will be "the fastest-growing two-county area in the United States, with 2,000,000 persons living within these 30 miles."

"By 1962," Mr. Thornton was quoted, "the cities between Dallas and Fort Worth will be solidly together and a driver will have to notice a sign to tell the divisions between towns."

At the head table were seated representatives of the cities comprising the Dallas-Fort Worth metropolitan area. They included Charles H. McNeese, president of the Hurst Chamber of Commerce; David Joseph, president of the Mesquite Chamber; Roi Mitchell, secretary-treasurer of the Garland Chamber; Roy Wadsworth, president of the Irving Chamber; E. H. Stolz, president of the Grand Prairie Chamber; Hayden Johnson, president of the Arlington Chamber; James C. Dycus, past president of the Oak Cliff Chamber, and Hugh Millican, manager of the Grapevine Chamber.

Delegations were also present from Fort Worth, Waco, Greenville, McKinney, Denton, Sulphur Springs, Hillsboro, Sherman, Gainesville, Terrell, Kaufman, Ennis and Corsicana.

Mr. Wooten, with a grin, acknowledged the presence of the delegations, and said: "I can see we're going to have to take in a lot more territory."



**SMILING LEADERS**, Ben H. Wooten, president of the Dallas Chamber of Commerce, and Berl Godfrey, head of the Fort Worth group, clasp hands before a mural symbolizing the unity of the two great Texas cities.

Mr. Godfrey pointed out that the people of Fort Worth recognize Dallas as the great financial center of the Southwest, that they know Dallas' banks and insurance companies, its "home-grown" airline — Braniff International Airways — and its stores and other civic enterprises make the city "great."

Then he referred to Fort Worth as an "industrial giant," and emphasized the grain and livestock trade carried on in Fort Worth.

He reported that 59,000 persons are employed in aircraft production in the Dallas-Fort Worth area. This figure included, he said, persons employed by contractors dealing with the aircraft industry.

"The Dallas-Fort Worth area has the second greatest aircraft producing region in the country," he said. "It is second only to Los Angeles."

Amon Carter, publisher of the *Fort Worth Star Telegram*, was in New York the night of the banquet and could not attend. But he sent a telegram to Mr. Wooten, in which he said, among other remarks: "I know you people will have a fine party and I am truly sorry I can not be with you. I think the recent spirit of cooperation between the Dallas and Fort Worth chambers of commerce is not only evidence of a beneficial and broad-minded attitude but will be helpful to both communities."

**A CAPACITY CROWD** filled the Grand Ballroom of the Hotel Adolphus for the Dallas Chamber of Commerce's annual meeting this month.





**NEW DIRECTORY** of the Dallas Chamber inspect the program set at the annual banquet. They are, left to right, Fred Detweiler, Jerome Crossman and Ben Smith, who will serve three-year terms on the board.



**W. H. PIERCE**

## Seven New Directors Named at Banquet

**S**EVEN Dallas Civic leaders have been named to the Dallas Chamber of Commerce board of directors. Elected by mail balloting for a three-year term, the new directors introduced at the annual Chamber banquet were J. K. Crossman, Fred Detweiler, Edw. R. Maher, W. H. Pierce, Lawrence Pollock, Ben Smith and R. L. Tayloe.

Mr. Crossman is president and director of the Lyon-Gray Lumber Company of Texas, the Ryan Consolidated Petroleum Corporation and the Commerce Investment Company. He is board chairman of Eppler, Guerin & Turner, investment bankers. Mr. Crossman is an attorney at law.

Mr. Detweiler is general manager of the Chance Vought Aircraft Division of

the United Aircraft Corporation. He was appointed assistant general manager of the Chance Vought Division in 1948 and became general manager in January, 1950.

Mr. Maher is president of Ed Maher, Inc., and a director of the American National Bank in Oak Cliff. He is a member of the National Automobile Dealers Association and the Texas Automobile Dealers Association and vice president of Dallas Community Chest.

Mr. Pierce organized the Morticians Supply Company in 1935 and is also a co-owner of the Dallas Institute of Mortuary Science. He is president of the Dallas Sales Executives Club, director of the Oak Cliff Bank & Trust and exten-

sion chairman of the Optimist International.

Mr. Pollock is president and general manager of the Pollock Paper Corporation, president of the Pollock Realty Corporation and the Texas Paper Company. He is president of the Dallas Symphony Orchestra, vice president and director of the Texas Children's Hospital.

Mr. Smith is assistant general manager of the Southwestern Bell Telephone Company. He is finance chairman of the Circle 10 Council of the Boy Scouts and a member of the Dallas Sales Executive Club.

Mr. Tayloe is vice president of Sears, Roebuck and Company. He is a director of the Better Business Bureau and the Greenville Avenue State Bank and a vice president of the Dallas Grand Opera Association.

Other directors of the Chamber are James W. Aston, T. E. Braniff, Milton Brown, Max Clampitt, Leo F. Corrigan, Arthur Kramer, Jr., Justin S. McCarty, John E. Mitchell, Jr., DeWitt T. Ray and J. C. Tenison.

**R. L. TAYLOE**



**EDW. R. MAHER**



**LAWRENCE POLLOCK**







# Love Field Needs Double Capacity

**L**OVE Field's capacity should be virtually doubled to meet Dallas' air transportation potential, Stanley Marcus, chairman of the Dallas Chamber of Commerce aviation committee, indicated this month.

Armed with facts and figures from the new Chamber-financed \$10,000 Buckley report, Mr. Marcus pointed out that Dallas needs new or improved air service with 75 cities right now. And by 1960, requirements will be a lot greater.

He urged persons attending a Dallas Junior Chamber of Commerce luncheon to support a new airport bond issue which will be presented to the City Council in the near future. The bond issue, probably totaling some \$20,000,000, would enable Love Field to handle double the number of planes now using the airport.

William A. Ware, manager of the Chamber's aviation department, said airport planners hope the bond issue will be put to the voters early in 1953. He asked for the support of the business community.

Mr. Marcus emphasized that Dallas' hopes for better air line service depend in some degree on the extent of improvement made at Love Field.

"We need more competitive service," Mr. Marcus told the Jaycees. "Non-stop service to some cities, one-stop service

to others. To have that kind of service we need a better airport."

On the basis of interviews with incoming and outgoing passengers, home town listenings of hotel guests, out-of-town charge account lists with Dallas stores, circulation lists of Dallas newspapers and the number of far-flung firms with branches or headquarters in Dallas, the city's need were plotted.

The report disclosed that Dallas is the nation's outstanding non-resort air traffic generating center.

Among the current deficiencies brought out by the Chamber study are the pressing requirements for new non-stop service between Dallas and such national centers as Atlanta, Cleveland, Denver, Detroit, Minneapolis-St. Paul, Philadelphia and St. Louis, and to such regional and local centers as Beaumont, Corpus Christi, Galveston, Midland, San Angelo, Wichita and Abilene.

The Buckley report urged new competitive service with Houston, Kansas City, Los Angeles, New Orleans, New York, St. Louis and Washington.

Other recommendations cover limited-stop, multi-stop and connecting services. About one-third of the required improvements in air service can be made by existing carriers without further authorization from the C.A.B.

The Dallas Air Service Study brought

out the high per-capita purchasing power in Dallas, the city's position as a focal point in an extensive assembly and distributive area, the city's joint interest with other communities in the primary Southwest marketing region and the extensive Dallas connections with major cities throughout the United States.

Dallas' front-running position in distribution and banking, as a regional transportation and communications center, as the leader in petroleum production, fashion apparel and aircraft production is emphasized.

The proposed airport improvement bond issue would finance the construction of a second main runway 8,500 feet long and 200 feet wide. The present main runway also would be brought to this size from its present length of 6,200 feet.

The present terminal tentatively would be removed, and a new building would be erected in the vicinity of the present Braniff and Southwest Airmotive headquarters.

Land would be purchased to increase the airport from 1,000 acres to 1,200 acres, Lemmon Avenue would be moved further to the east to permit construction of new hangars and buildings.

With two main runways, a large modern terminal and greater hangar and service facilities, Mr. Ware estimated the capacity of the field would be doubled.

# Cotton Bowl Highlights Season

**C**OTTON BOWL WEEK in Dallas will be a whirling thrill-packed holiday of gaiety and entertainment for thousands of Cotton Bowl visitors.

From December 26 through January 1, events of every nature will fill the town to provide a wide diversity of amusements. There will be a choice of such entertainment features as football, basketball, Theater '52, Dallas Symphony Orchestra concerts, ice skating, special art exhibits, a skeet shoot, outstanding motion picture attractions, and a big-time musical all-star revue.

In addition to the seventeenth annual Cotton Bowl classic between the Longhorns of Texas and the Volunteers of Tennessee, three other sport events will come in for a lot of interest.

Attracting considerable state-wide attention will be the second Southwest Conference Pre-Season Basketball Tournament of College Double Headers which will be held on December 26, 27, 29 and 30 in the Automobile and Recreation Building at Fair Park.

All of the Southwest Conference teams — T.C.U., S.M.U., Texas, Arkansas, Baylor, Rice and Texas A. & M. — will participate, and the University of Arizona will be the guest team, rounding out the field of eight.



DANNY KAYE

The opening night's play will send Texas against Baylor in the first game and T.C.U. will play Rice in the second half of the double header. On Saturday night, S.M.U. will face Texas A. & M. in the curtain raiser while Arkansas and Arizona will furnish the action in the closing encounter. The first game on both nights will start at 7:30 p.m., with the second contest slated for 9 p.m.

Playoffs will be on December 29 and 30 with games scheduled for 2 and 4 p.m. both afternoons, followed by night games at 7:30 p.m. and 9 p.m. Each

team will play three games and the finals will come on December 30, at 9 p.m.

All-tournament tickets — good for admission to all sessions of the tourney — will sell for \$6. Checks or money orders made payable to the Cotton Bowl Association should be mailed to the Southwest Conference office, 1129 National City Building, and tickets will be sent by return mail. Single tickets will sell for \$1.50 for night games and \$1.20 for afternoon games.

The greatest array of high school basketball talent to be seen in the Southwest this season will be in Dallas during Cotton Bowl Week for the Senior Cotton Bowl Invitational Tournament, sponsored by the Dr. Pepper Company.

Thirty-two outstanding teams from all over the state will be in the field which will battle it out December 26, 27, 29, 30 and 31 for the championships. Play will begin at noon each day at Hillcrest High School and Dal-Hi Field House. Finals will be held on December 31 at Dallas Field House.

Completing the major sports picture will be the Cotton Bowl Skeet Shoot which will be fired at the Dallas Skeet and Gun Club, beginning at 11:00 a.m. on Wednesday, December 31.

Any devotee of the scatter shot is invited to participate. Information may be obtained by writing the Dallas Gun Club. Spectators are invited with no admission fee to be charged.

The Dallas Symphony Orchestra, with Walter Hendl conducting, will have two outstanding concerts for Cotton Bowl Week. The first presentation will be on December 27 in a special N.B.C. coast-to-coast Pre-Cotton Bowl broadcast. This concert and broadcast will originate from McFarlin Auditorium on the S.M.U. campus. Time will be from 2:45 p.m. to 4:30 p.m. There will be no admission charge, but admittance will be on a first come, first served basis.

The Dallas Symphony Orchestra will present a regular subscription concert at 8:15 p.m. on December 29 at McFarlin Auditorium. Leonard Posner, violinist, will be guest artist.

Theater '52 will present "The Rising Heifer" during Cotton Bowl Week. Evening performances will be at 8:15 p.m., Monday through Saturday, with matinees at 2:30 p.m. on Wednesday and Saturday.

Several outstanding motion pictures

**THEATER MARQUEES** down Theater Row will be flashing outstanding holiday showings.





## Cotton Bowl Week

### Sports

December 26, 27, 29 and 30—College basketball tournament, Automobile Recreation Building; high-school basketball tournament, Hillcrest High School and Dal-Hi Field House (extending to December 31).  
December 31—Cotton Bowl Skeet Shoot, Dallas Gun Club, 11 a.m.  
January 1—University of Texas vs. Tennessee University, Cotton Bowl, 1 p.m.

### Performances

December 26-January 1—Danny Kaye and his All-Star Revue, State Fair Auditorium.  
December 26-January 1—"The Rising Heifer," Theater '52-'53, State Fair Park.  
December 27—Dallas Symphony Orchestra, free performance at McFarland Auditorium, S. M. U., 2:45 p.m.

### New Year's Eve Parties

December 31—Champagne party followed by Continental breakfast after Danny Kaye production, 11 p.m.  
December 31—Student Dance, Student Union Building, S. M. U., 9 p.m.

have been scheduled for the holiday period. Included in the film-fare at Dallas theaters are "April in Paris" in Technicolor with Doris Day and Ray Bolger; "Million Dollar Mermaid" in Technicolor with Esther Williams; "The Stooge" with Dean Martin and Jerry Lewis; "Road to Bali" in Technicolor with Bing Crosby and Bob Hope; and "Stars and Stripes Forever" in Technicolor with Clifton Webb.

The highlight of the entertainment activities during Cotton Bowl Week will



**FILLED TO CAPACITY** will be the inevitable when Texas meets Tennessee in the Cotton Bowl.

be Danny Kaye, international entertainer and his all-star revue, featuring a galaxy of stars on the Fair Park auditorium stage December 25 through January 1.

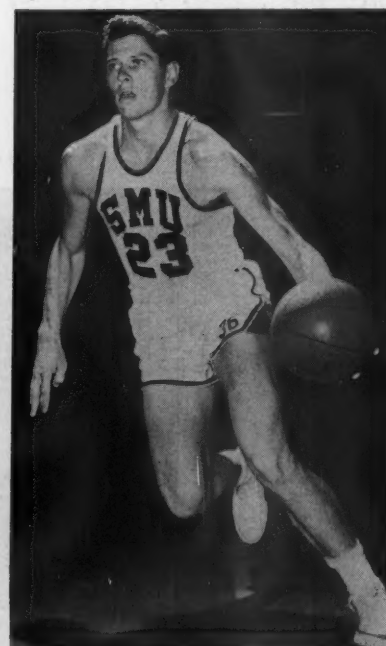
Evening performances (except December 31) are at 8:30 p.m. with matinees at 2:30 p.m. on Saturday and Sunday. The first show on December 31 will be at 8 p.m. followed by a special gala New Year's Eve show starting with a champagne party at 11 p.m.

The Cotton Bowl Athletic Association will sponsor a New Year's Eve dance for the students of Tennessee and the Southwest conference schools in the Student

Union Building, S.M.U., at 9 p.m.

Art enthusiasts will find several outstanding exhibits being shown during Cotton Bowl Week. Dallas Museum of Fine Arts, W. R. Fine Galleries and Sartor Galleries will all have special attractions on display during the week.

**COLLEGE** basketball fans will see S.M.U. player, Ralph Kendall, in pre-season tournament action.



**THEATER '52** becomes Theater '53 during Cotton Bowl Week, when it presents "The Rising Heifer."





**TWO RUGGED MEN** on Tennessee's line are John Michels, left, and Doug Atkins. They'll be out to stop Texas Standouts Harley Sewell and Tom Stolhandske.

IT'LL BE

## Tennessee and Texas

**W**HEN the seventeenth annual Cotton Bowl classic between Tennessee and Texas gets underway on New Year's Day, two new records will go into the Dallas post-season game record book.

The Volunteers of Tennessee will establish one record by being the first team ever to be invited for a repeat performance in the Cotton Bowl. Texas Uni-

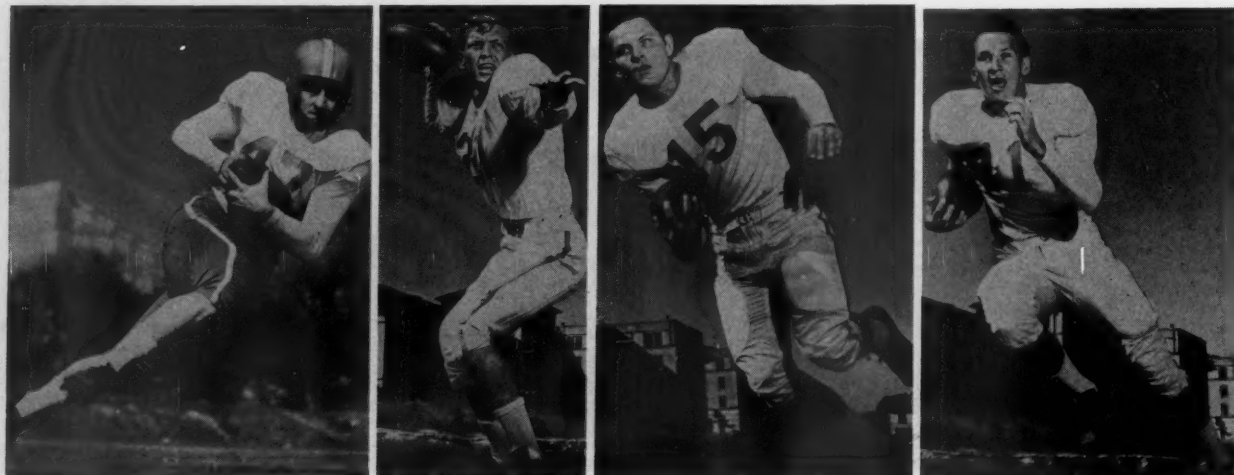
versity will supply the other record by shattering its own mark for appearances in the Cotton Bowl classic, as this will be the fifth time that the Longhorns have won the host team bid.

And this may be just the start of the record breaking, as a glance at the performance of the Vols and Longhorns during the 1952 season indicate that it is

going to be another top-notch Cotton Bowl game.

Tennessee walloped Vanderbilt 46 to 0 in their last game to finish the campaign with eight wins, one loss and one tie to grab the number 10 spot in the nation's rating of top teams. Over the season the Vols won handily from Mississippi State, Chattanooga, Alabama,

**THE LONGHORN BACKFIELD**, left to right, of Gib Dawson, T. Jones, Billy Quinn and Richard Ochoa packs speed and deception from its Split T formation.



Wofford, North Carolina, L.S.U., Florida and Vanderbilt. They tied Kentucky 14 all and fell before Duke 7 to 0.

The Volunteers will employ the Neyland's version of the single wing with a balanced line. Some people refer to such a formation as "horse and buggy football," but Bob Neyland's record of 107 wins, 26 losses and 12 ties over a coaching period of 26 years indicate that such a formation must be a winning one.

The general's football philosophy can be summed up in a few words — "Hard tackling, hard blocking. Make as few mistakes as possible; magnify your opponent's mistakes and turn them into scores."

And Neyland has the personnel to play his type of football. Leading the way up front for him are John Michels, offensive guard, Doug Atkins, defensive tackle, and John Davis, offensive end. In the backfield the big guns for Tennessee are Andy Kozar, fullback, and Jimmy Wade, tailback.

Michels is one of the Vols best bets for national honors. A senior, he is one of Tennessee's all time great guards. Much of the success of the Vols offense in the past three years can be credited to his vicious blocking on the line and downfield. He's rugged, fast and captain of the team. Neyland refers to him as the "finest offensive guard in America."

Atkins, six foot, six inches, was a defensive end the last time he played in the Cotton Bowl. Shifted to a tackle spot in spring practice, he has been a terror on defense all year. Several times, Atkins has hit the opposing ball carriers so hard that he has jarred the ball loose and enabled the Vols to recover. He is another Vol that will be placed on several All-America teams.

The finest pass receiver on the Ten-

(Continued on Page 76)

## Pre-Season Basketball Adds Variety to Sports Calendar

**T**HE second annual Southwest Conference pre-season basketball tournament will again be an important phase of Cotton Bowl Week activities this year.

The tournament will bring together cage teams of all seven Southwest Conference institutions plus the University of Arizona five, always a strong contender in the Border Conference, as the guest team. It will be played Friday and Saturday, December 26 and 27, and Monday and Tuesday, December 29 and 30. All games will be played on the main basketball court in the mammoth Automobile and Recreation Building at the State Fair Park. There are seats for 5,000.

As part of the Cotton Bowl Association's attempt to establish a well-rounded program in connection with the annual New Year's Day gridiron classic, the tournament is considered to be a highly important feature of the big sports-and-entertainment week in Dallas.

It will give sports fans a chance to see every conference team in action and possibly will give a line on the conference favorite for this season.

The tournament was inaugurated last year, the first time the conference had ever sponsored a pre-season tournament with all the conference schools participating. The event attracted more than 10,000 spectators and was considered a financial success.

As predicted, the tournament winner, Texas Christian University, went on to win the conference basketball championship. T.C.U. defeated Texas A.&M. in the tournament finals. Again this year, the tourney champion, or the runner-up if Arizona wins, will be favored to take the conference title.

Texas A.&M. and Arkansas will enter the tournament with four non-conference games under their belts, and T.C.U., S.M.U., Texas, Rice and Baylor each will have played five games. Following the tournament, all teams will launch into their conference schedule with A.&M., Baylor, Rice, S.M.U., T.C.U. and Texas all playing January 6 and Arkansas playing January 10.

There will be championship and consolation brackets of the tournament. The setup insures that each team will play at least three games, so Dallas fans will get plenty of opportunity to see their favorite teams in action.

There will be two games each night, starting at 7:30 p.m. and two games on Monday and Tuesday afternoons, December 29 and 30.

Pairings pit Texas against Baylor and T.C.U. against Rice the first night, Friday, December 26. S.M.U. will play Texas A.&M. and Arkansas will battle Arizona the second night, Saturday, December 27.

A trophy will be awarded to the tournament winner and, in addition, 10 members of the championship unit will be given watches.

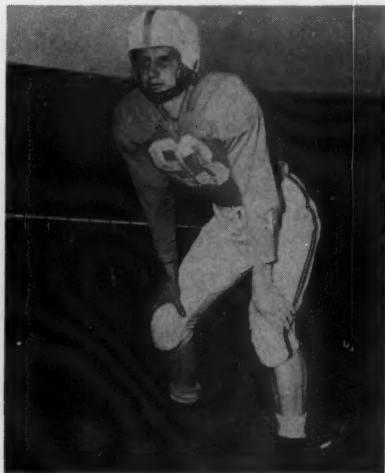
Members of the Cotton Bowl tournament subcommittee include Lank Majors as chairman, Carl Crofford, O. B. English, Curtis Horn, Bud Macatee, III, Fred Smitham and James K. Wilson, Jr.

Members of the committee hope for a sizeable advance sale of tickets to insure the financial success of the tournament, which is necessary to keep the event in Dallas as a feature of Cotton Bowl Week. The committee is working with alumni groups of the various schools on entertainment for the teams.

Season tickets good for admission to all games cost \$6. Single tickets to the night games are \$1.50 and to the afternoon games, \$1.20. Tickets can be purchased from the Cotton Bowl Association offices in the National City Building.

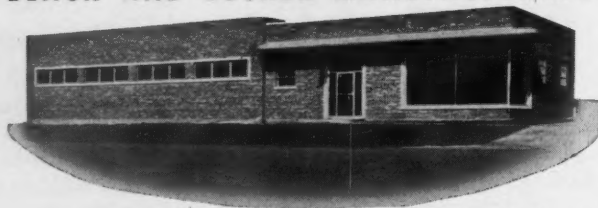
(Continued on Page 77)

**VOL BACKS** Andy Kuzar and Jimmy Wade are gunning to thrill a New Year's crowd in Dallas.





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DISTRICT**

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## Need for Holiday Safeguards Cited By Fire Council

This is the time of year when the folks who make up the Dallas Fire Prevention Council start getting nervous.

For it's the season when tinder-dry Christmas trees, hot decorative lights and inflammable packages make all too many Dallas homes potential firetraps, the Council warns.

In short, Council spokesmen say, the Christmas and New Year's holidays are a time when fire prevention should be much more than a vague term. For it can mean the difference between happy holidays or tragic ones.

T. L. Yeargan, chairman of the Council, has called on every citizen of Dallas to use every fire precaution during the remainder of the year.

"Particularly," Mr. Yeargan says, "do we want the Christmas and New Year's holidays to be the safest we have had in many years."

Mr. Yeargan continues:

"We all know when the Fire Demon enters our premises during the Yule holidays it destroys happiness and sunshine for all our loved ones. We know of no other time than now to caution our entire citizenship because of the shortage of water that is facing us, and certainly because of the danger of destroying property as well as lives."

Mr. Yeargan notes that Dallas and Houston currently are competing in fire prevention. Dallas beat Houston in 1946 and this year — so far — stands about \$200,000 ahead, he says.

G. G. HARRINGTON has been named manager of the new Oliver Luggage Company store at 1011 Main Street.

## Facts and Figures!



### Figure:

Its pulchritudinous possessor, Barbara Lewis, has a package for YOU containing our hope for your happiness at Christmastime. Dark brown hair, green eyes. We figure more grownups (i.e., quality-conscious male customers of Southwest Airmotive) would believe in Santa Claus if the Old Gent stuck to his diggin's at the North Pole and delegated his chimney-chuting chores to less-lumpy lovelies like Miss Lewis.

### Fact:

Eight thousand owners and pilots in the past year relied on Southwest Airmotive



for all, or part, of their aircraft service. They came from 38 states and three foreign countries. There has to be a reason for such popularity. The reason: Quality.



## TERRIFIC TRIO!

Three of Dallas' proudest assets — Love Field, Southwest Airmotive Company, and the city's beautiful girls — are blended in an advertising campaign that has the entire aviation world buzzing. Appearing monthly before 175,000 readers of six national trade magazines, these ads typify "SAC Salesmanship" — for 20 years a fame-builder for our municipal airport and the city of Dallas.



**MAPPING OUT** the day's activities for the opening of the traffic interchange merging U. S. Highways 77 and 81 are, left to right, R. E. Killmer, Ben Carpenter, Tom Huffman, J. A. McDowell, Charles Hansen, Marvin Love and Webb Roberts.

## Dallas Officials Help Open New Hillsboro Highways

**D**ALLAS was well represented when Hillsboro recently opened a new \$1,000,000 traffic interchange merging U. S. Highways 77 and 81.

The Hillsboro Chamber of Commerce invited highway boosters from the Dakotas to the Rio Grande Valley to attend a special luncheon and ribbon cutting. Attending from Dallas were Tom Huffman, highway director of the Dallas Chamber of Commerce, and the Chamber's central highway committee members E. S. Collins, Charles Hansen, Marvin Love, J. A. McDowell, Granville Moore, Webb Roberts and County Judge W. L. Sterrett.

Speakers at the Hillsboro luncheon were D. C. Greer, Texas State highway engineer, and Robert Potts, a member of the State Highway Commission. Mr. Greer disclosed that the commission intends to develop U. S. Highway 77 "by stages to the ultimate standards for a freeway" in Cooke, Denton, Dallas, Ellis and Hill counties.

Both men discussed the progress of the Texas highway building program and stressed the great amount of work that still lies ahead. They hailed the Hillsboro traffic interchange as the kind of facility Texas should strive for in every corner of the state.

As Highways 77 and 81 approach

Hillsboro, they are two-lane throughfares. About three miles north of the city, however, they merge through an overpass system into a beautiful stretch of four-lane divided highway. Traffic from both highways can enter and leave the interchange without stopping.

Mr. Huffman, after returning from

the Hillsboro trip, explained that the four-lane divided highway extends into the heart of Hillsboro, then becomes a two-lane road to the south Hill County line, where it changes to a divided four-lane highway again as far as Waco. Mr. Huffman said this "missing link" of two-lane roads eventually will be widened to four lanes.

At Waco, the two highways split again. Highway 81 heads toward San Antonio and Laredo; Highway 77 crosses over towards the Gulf Coast cities of Corpus Christi and Brownsville. Both highways begin on the Canadian border in North Dakota and run down the heartland of America. They merge briefly in Dakota country, then separate all the way to Hillsboro. The highways—running parallel courses about twenty-five miles apart—go through North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and Texas.

South of the border, they join again at Ciudad Victoria, Mexico. The Hillsboro Chamber received messages of congratulations from cities all along the routes of the two highways.

The highway departments of the Waco, Fort Worth and Dallas chambers of commerce cooperated with the Hillsboro group in planning the affair. Frank Craddock of Hillsboro was in charge of arrangements. Mr. Huffman supervised Dallas activities, while Charles G. Cotten advised the Fort Worth group and Sid Dobbins brought the Waco delegation.

Approximately 75 persons attended the luncheon.

**HEADING FOR HILLSBORO** the group, left to right, Webb Roberts, Tom Huffman, Marvin Love, R. E. Killmer, Ben Carpenter and Charles Hansen, made the highway opening an all-day affair, attending the Hillsboro luncheon and official highway opening.



# TOYS for the Southwest

**I**MAGINE the task of compiling a \$30,000,000 Christmas list on a wholesale level for the 4,577,687 children in Texas and its four neighboring states.

The chore is even more complex on a year-around basis. For instance, how many cap pistols should be allocated for the 361,031 boys in Texas from five to nine years old? And what about doll demands of the 46,346 three and four-year-old girls in Oklahoma?

Yet these are realistic marketing considerations for an expanding corps of wholesalers manufacturers' representatives who have made Dallas the undisputed toy capital of the Southwest.

Toys are big business in Dallas — so much so that even specialists in the field hesitate in estimating dollar volume. Wholesaling houses and agents based in Dallas probably sell more than \$30,000,000 worth of toys annually. And some veterans in the toy trade call this figure conservative.

Toy wholesaling in Dallas boomed to multi-million dollar proportions in a relatively short span of a decade or two. It started, in most instances, as a natural adjunct to already established jobbing or selling operations.

Back in 1920, for example, Cullum & Boren Company rounded out its sporting goods lines with a few toys. As a result, says George F. Pierce, president, who made the company's first toy buying trip, "toys are one of our major items."

Others tell the same story today.

Three years ago the Southland Distributors, Inc., was founded at Dallas to serve retailers in five southwestern states. Its lines included toys as well as hardware and sporting goods. "Business has almost doubled every year since then," said A. F. Korn, president.

From its warehouse and offices in Dallas, the New York Merchandise Company jobs to variety stores as far away as Nebraska and Mississippi. And, Sol Wilensky, department head, reported, the toy lines within the past five years have expanded — from the smallest to one of the largest departments.

Reverberations from spiraling sales patterns have reached other jobbing institutions. Only this year the Southwestern Drug Corporation began stocking

toys on a year-around rather than seasonal basis.

The boom also produced new wholesalers dealing exclusively in toys. One of the larger houses was established seven years ago by L. H. Thoreson.

"There's no question but what Dallas is the Southwest's toy market place," he said. "Any popular toy on eastern markets is available in Dallas."

Once a year an old friend now living in Santa Monica, California, usually calls on Mr. Thoreson.

His mission is two-fold: to reminisce about earlier days when both were in a stunt show and to buy his son the latest truck or tractor model produced by a company specializing in toy replicas of real hauling and construction equipment.

"You can't buy toys like this in California," he once told Mr. Thoreson.

During one of these visits, Mr. Thoreson showed him the address of the factory. It was in Santa Monica — only four blocks away from the residence of the friend who had been lugging the California-made toys some 1,500 miles back to where they were made.

Millions of dollars worth of sales are

placed direct to manufacturers through Dallas based agents.

This creates some unique situations in toy distribution. An agent with a sample room on Commerce Street can write up an order for a jobber located on Elm Street. After the toys were shipped to him from the factory, the jobber probably would sell some of them to a department store on Main Street. Then the department store would sell the toy to the consumer — three distinct selling operations between plant and consumer which take place within a five block radius.

But agents also cover the Southwest toy territory. The D. D. Otsstott Company, for instance represents certain manufacturers of wheel goods in Texas, Oklahoma and Arkansas. And the Dallas company wrote up orders on something like 35,000 tricycles alone this year, John Otsstott estimated.

The Ideal Toy Corporation, one of the largest toy companies in the nation, maintains district offices in Dallas, Los Angeles and Chicago.

In the eight-state Dallas district, wholesale doll sales alone will run around \$1,300,000, Arthur S. Baron, district manager, said.

Fantastic? Not when Census Bureau figures on age groups of the Southwest are viewed from a marketing standpoint.

In Texas there are 2,246,776 youngsters 14 years old or younger. This means more than one out of every four Texans is a toy consumer.

The percentage holds true for other states in the Dallas jobbing area. Louisiana has 844,550 youngsters under 15 years old; Arkansas, 609,827; New Mexico, 237,153, and Oklahoma, 639,381.

Together the juvenile market surrounding Dallas amounts to 4,577,687.

Small wonder then that toy products and exhibits crop up when buyers congregate in Dallas for fashion, gift and sports shows. And Cullum & Boren even stages its own toy show in July for hundreds of retailers it serves.

Probably the biggest is the Marshall Rubber Company of Dallas which employs 75 persons and turns out 100,000





balloons and rubber-squeeze toys daily at its plant in Forney.

A Dallas-owned children's game called Storytell Theater can be found on department store counters of such institutions as Macy's and Gimbel's in New York and Marshall Field in Chicago.

Rights to the product are held by the Thoreson Sales Company. The company also exports to eastern and northern markets Texas-made leather holsters for cap pistols.

A Christmas gift he received almost a decade ago put another Dallas man into the toy jobbing and game making business.

O. H. Carothers inspected the gift—a dart game—and decided he could make a better one. Before he was through, he had copyrights on five dart games and had quit his job as a credit manager for Hunt Grocery Company.

With capital of only \$250, he started a new career in games and toys. This year he expects his Dart Games Company—which jobs toys and games into five states—to gross more than \$400,000.

## Paintings on Sale For Young Collections

An exhibition and sale will continue to December 28 at the Dallas Museum of Fine Arts under sponsorship of Young Collections, a group of Dallasites interested in stimulating and encouraging the collecting of contemporary art.

Most of the paintings were sent by New York galleries. However, some are from the brushes of West Coast artists and a few are from the Betty McLean Gallery of Dallas.

The sponsors, feeling that most people can collect contemporary paintings if the prices are within modest limits, have restricted the price range from \$50 to \$500.

In January, the exhibition will be shown by the Fort Worth Art Association.

F. E. SUDER has been promoted to general manager of the Jarecki International Supply Division of H. K. Porter Company, Inc., of Pittsburgh, Pennsylvania. The division's headquarters are in the Atlantic Building.

DR. J. R. MAXFIELD, JR., has been re-elected president of the Dallas Health Museum.



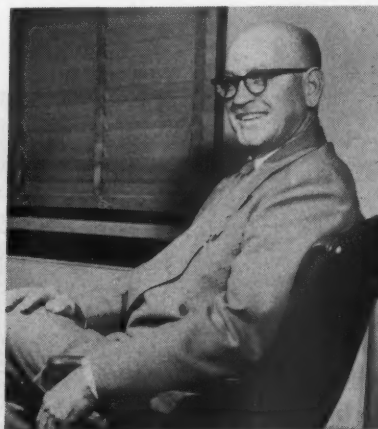
## Gift Wholesalers Elect New Officers

G. Gregory Rodgers, left, has been named chairman, and Sally Beasley, secretary, of the Southwest Wholesale Division of the American Gift and Decorative Association. Both officers are manufacturers' representatives with display rooms in the Santa Fe Building Merchandise Mart. They also are exhibitors in the original Dallas Gift Show, which will hold its thirty-fifth semi-annual show in the Baker Hotel and the Santa Fe Building beginning February 15, 1953.



## Promoted by Western Union

Thomas E. Manning has been appointed assistant general manager of the eight-state Gulf division of the Western Union Telegraph Company. Mr. Manning formerly was director of private wire services for Western Union in New York. He succeeds A. F. Moody, who has been named a general operations supervisor. Mr. Moody will maintain offices in Dallas.



## Credit Group Chief

Earl B. Massengill has been elected president of the Dallas Retail Credit Managers' Association, succeeding F. M. Boyd. G. G. Alexander moved from second vice president to first vice president. Wilson W. Whatley was named second vice president. J. E. R. Chilton, was re-appointed permanent secretary and John W. Stovall was named to succeed Jack Fanning as treasurer. The new officers and directors were named at a recent meeting of the group.

# TOP

# FLIGHT

# VISITOR

BY HORACE AINSWORTH  
EDITOR OF "DALLAS"

"THE newest Texan" found his way into Dallas early this month to attend the annual banquet of the Dallas Chamber of Commerce.

Alvin A. Burger stopped in our town on his way to San Antonio, where he will direct the state-wide activities of the Texas Research League.

★

Some top railroad figures were also in Dallas to look over their holdings. Members of the board of directors of the Burlington System Lines, headed by Harry C. Murphy, president and chairman of the board, toured the Texas properties of their railroad.

★

Folks from Hollywood came in by the droves this month. Seems like "COMPO" or the Texas Council of Motion Picture Operators wanted to prove that its actors

were "just ordinary mortals like the people next door."

The stars included: Vera-Ellen, Susan Cabot, Alix Talton, Jean Hagen, John Carroll, Keenan Wynn, Hugh O'Brian and Wayne Morris.

★

A writer for a national magazine has discovered that Dallas — and the rest of Texas — can justifiably brag.

"The Lone Star State claims the most-est and the bestest — and the amazing thing is that most of the brags are true," Don Eddy, *American Magazine* writer, admits.

His story will appear in December.

★

Cowboy Star Gene Autry hustled into Dallas and left a new comic strip behind him. Along side of him, he brought his two thoroughbred horses — Champion and Little Champion. Dallas insurance

men were amazed to find out that the animals were worth their weight in gold — in insurance.

★

On the literary scene, the Texas Institute of Letters held an awards luncheon at the Downtown Club to name its two authors of the year. J. Frank Dobie won the Carr P. Collins award for the best Texas book of the year for his latest effort, "The Mustangs." J. Evetts Haley, professor of English at Texas Technological College at Lubbock, received recognition for writing the best book on the republic, "Fort Concho."

★

The Institute of Management at Southern Methodist University brought Dr. Jules Backman, economics professor at New York University, to Dallas for an address late last month.

★

Dallas is waiting another new arrival soon — the new vice consul from Great Britain. As Colonel L. E. Priesack, who has been the country's emissary here for the past three years, has packed his trunks for the long voyage home. First, he plans to take a spin around the nation and see a little more of the U. S.



## Welcome to Hotel Adolphus

If you have never visited The Adolphus — or haven't lately — many pleasant surprises await you. A sweeping Improvement Program, completed over three years, means you can now enjoy:

500 more guest rooms in our new addition.

Complete air conditioning the year 'round.

Remodeled, redecorated and refurnished Lobby, Coffee Shop and guest rooms.

Big screen Television Sets in 300 rooms.

A convenient new Motor Lobby: You can drive directly into the hotel from the street, and go to your rooms in privacy.

And you will still find the friendly, courteous service, the good food, the comfortable surroundings that you have always enjoyed.

# Hotel Adolphus

Randall Davis, Managing Director



**NEW OFFICERS** of the Dallas Manufacturers and Wholesalers Association meet with M. E. "Mark" Hannon, seated at right, executive secretary-manager of the organization. The new officers are Rufus T. Higginbotham, third vice president, O. B. English, second vice president, and Ray L. Miller, first vice president, standing left to right, and Dr. Arthur A. Smith, treasurer, seated left.

## Dallas Manufacturers Name Officers for 1953

**TOM A. HARRIS**, vice president of the Southwest Tablet Manufacturing Company, has been elected president for 1953 of the Dallas Manufacturers and Wholesalers Association.

Other officers for the coming year include Ray L. Miller of the Mercantile National Bank, first vice president; O. B. English, president of the Red Ball Motor Freight, second vice president; Rufus Higginbotham of the Higginbotham-Bailey Company, third vice president; Dr. Arthur A. Smith of the First National Bank, treasurer, and M. E. "Mark" Hannon, executive secretary-manager.

Retiring president is Max A. Clampitt of the Clampitt Paper Company.

Election of the 1953 slate of officers came at the first meeting of directors since the annual meeting. New directors at the meeting included William Goldstein, A. R. Smith, Gus K. Weathered, F. O. Detweiler and John L. DeGrazier.

Officers of the association, a division of the Dallas Chamber of Commerce,



**TOM HARRIS**

serve one-year terms while directors serve three-year terms.

Directors retiring next December include Walter Rogers and Mr. English, Mr. Harris, Mr. Higginbotham and Mr. Miller. Directors with terms extending through December 1954 are Mr. Smith, John E. Bradshaw, C. T. Ellis, Randall Davis and Frank Heller.

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**FATHER AND SON**, W. N. Stewart Sr. and Jr., discuss fortieth anniversary plans for Stewart Office Supply Company, a Dallas firm the older Mr. Stewart started in November, 1912. He is still president, and his son is vice president and secretary-treasurer. Other officers are E. M. Stewart, Sr., vice president; J. Harold Cude, executive vice president, and D. N. Sederquist, Jr., sales manager.

## Stewart Office Firm Observes 40th Year

ONE day in November, 1912, two Dallas businessmen named W. Neill Stewart and Robert E. York rightly figured that a growing center like Dallas would generate a great demand for office supplies as the years rolled along.

Consequently, they pooled their energies and opened for business in the then new Praetorian Building. Grabbing support from big concerns in Dallas, the firm got a quick, sure hold on a good portion of the Dallas trade.

In 1914, Mr. Stewart acquired sole interest in the firm, named it Stewart Office Supply Company and directed his concern in such a way that last year it won the "Brand Name Retailer of the Year" award.

This year, on the brown and white Stewart stationery, a proud red and gold sticker has proclaimed the firm's fortieth anniversary. From 1912 to 1952, the company has expanded until today it employs 85 persons, occupies a large retail store at 1523 Commerce, has purchased a 30,000-square-foot warehouse on South Austin Street and handles A. B. Dick franchise lines in this territory.

The firm handles all types of office furniture and equipment, office supplies

and stationery. Stewart fills the office supply needs for hundreds of Dallas businesses.

W. Neill Stewart, the Dallas man who has guided the firm during the initial 40 years, moved several times until he found the present Commerce Street location in 1929. He recognized early that a street level outlet was needed, and many customers today are in the habit of dropping in for little items as they stroll by the store.



## Bowl Games Call Attention To Cotton Trade

DALLAS and its association with cotton will receive nation-wide publicity during January not only through the Cotton Bowl football game and other events but also through the return of Dallas of the annual convention of the National Cotton Council for the first time since 1939.

The cotton industry developed its first unified, industry-wide program of research, sales promotion and other activities in Dallas 14 years ago which have strengthened the position of cotton throughout the Dallas trade territory and the nation.

The marked progress that the cotton industry has made since that first meeting in Dallas will be stressed when the 1,000 or more representatives of the cotton industry and allied groups gather here January 26-27 for the 1953 meeting. Harold A. Young of North Little Rock, Arkansas, cotton grower and ginner who heads the council, has announced.

"With the Dallas meeting, there came the first steps toward a new unity of effort among all branches of the industry," Mr. Young said. "We initiated our first programs aimed at increased consumption and greater markets for cotton. Since that time the history of the industry has been one of steady progress. Domestic consumption of cotton has reached a level unheard of prior to 1939. The future of cotton is brighter than ever before."

Dallas bankers and businessmen, as well as leaders of all segments of the cotton industry located in Dallas, are co-operating in plans to make the 1953 convention as significant a milestone in cotton history as the meeting here 14 years ago. Richard Haughton is chairman of the Dallas hospitality committee and Karl Hunt is secretary.

During the Dallas meeting, representatives of the nation's cotton farmers, ginnermen, warehousemen, merchants, spinners and cottonseed crushers will develop 1953 programs of sales promotion, public relations, production and marketing, utilization research and foreign trade.



### Unique Design Marks Sunshine Laundry Building

The embroidered design on the hem of a Roman nobleman's toga — that's the origin of the decorative bands around the Sunshine Laundry and Cleaners Building at 4011 Maple Avenue. The unusual motif has prompted many to ask E. D. Vassallo, Sunshine general manager, why such a unique design was chosen. Mr. Vassallo has a simple and logical answer: "It was admirably suited for decorating the top of our building front." Sunshine is one of Dallas' newest laundries. It was established in 1941 by Mr. Vassallo and three associates, the Ashmore brothers, and has continually expanded.



### Form New Real Estate Firm

Lawrence Miller, Jr., left, and Robert Beer have announced the formation of a new real estate firm known as Miller-Beer & Company with offices at 6609 Hillcrest. The new company will handle sales and property management leases on city-wide business and industrial properties. It also will engage in sales, only, of residential property in Preston Hollow and the Park Cities. Mr. Miller, during the past year, has been associated with Lawrence Miller, realtor. Mr. Beer for the past six years has been treasurer of E. M. Kahn & Company.

**Leases Building.** Modernfold Door Company has leased a building at 2024 Farrington Street for distributorship of doors throughout the Dallas trade area. The cream colored brick building has 3,750 square feet. Tom A. Whitley handled lease negotiations between H. H. Hopping, owner of the company, and W. E. Killon, owner and general contractor of the building.

**Second TV Circuit.** A second television circuit that brings more network TV to the Dallas area has gone into operation. The new line makes possible a choice between two network programs at the same time. According to Ray A. Acker, Southwestern Bell Telephone Company division manager, the new circuit stretches 556 miles over the microwave radio relay system from Kansas City, Missouri, to Dallas.



## A Local Source of Supply Has Advantages

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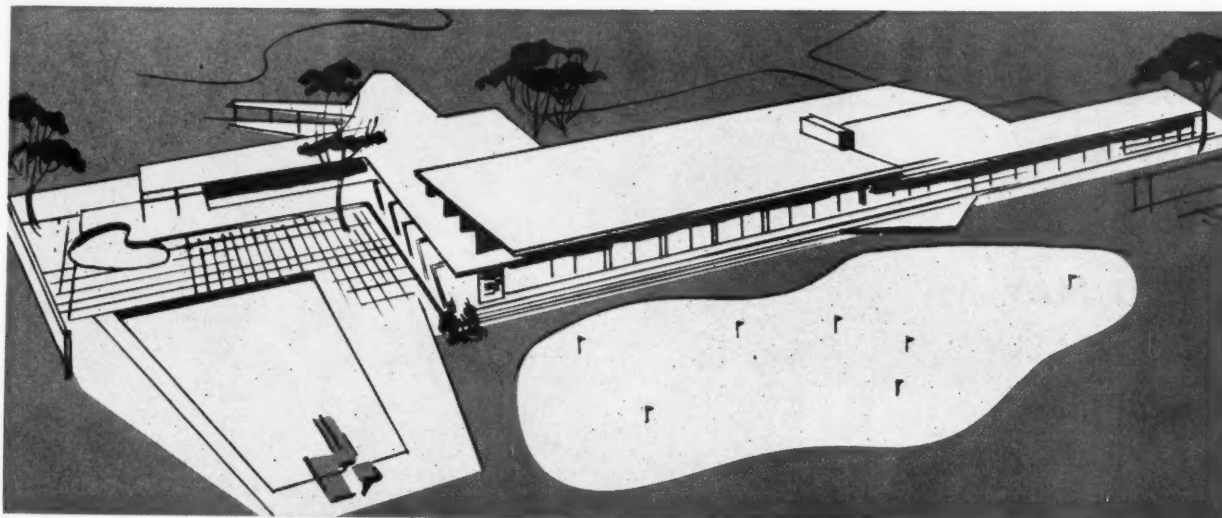
Call **PR-8581** For Many More Years of Service



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### Construction Slated Soon on Oak Cliff Country Club

Oak Cliff's first private golf course since the city took over the Cedar Crest course several years ago will be built on 171 acres at Ledbetter Drive and Westmoreland Avenue. Membership in the club will eventually be about 500, with \$960 initiation fees and \$15-a-month dues. The club will have an 18-hole golf course, tennis courts, picnic grounds and a 4,000-square-foot swimming pool. Architects for the \$150,000 to

\$200,000 club house are Adams and Adams. Plans call for a main lounge, dining rooms and locker rooms. Ted Holland, Wynnewood insurance man, was named president. On the executive committee are R. B. Carpenter, Roy Eastus, Bill Utley, Tom Schrock and Ralph Powers. Committee chairmen are James C. Anderson, Jr., finance; Frank Hoke, constitution; Tom King, legal, and Ray Zauber, publicity.

**Auto Firm Expands.** Robinson Motor Company has opened a third used-car lot at 5125 Ross Avenue. The firm, with Morris Robinson as president, also operates lots at Commerce and Industrial Streets and at 2100 Ross Avenue. Other officers are Paul Kirkpatrick, vice president and general manager; Roy Phillips, office manager; B. W. Wilson, procurement manager, and Bill Foster, Ben F.

Smith, Herbert Scheel and Sid Brown, lot managers.

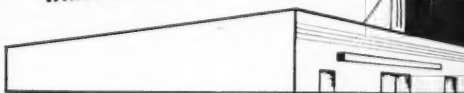
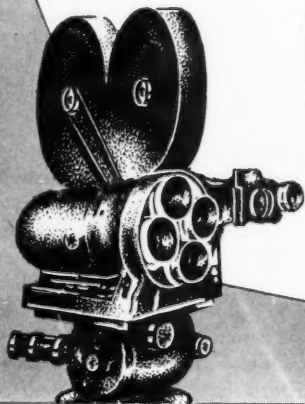
**Phone Books Delivered.** Southwestern Bell Telephone Company has distributed a new telephone directory of the Greater Dallas area with 362,000 listings. With 840 pages, the book has 88 more pages and 5,500 more listings than in its last issue.

**Dallas Branch Established.** The Wyatt Company, actuaries and employee-benefit consultants, has opened a Dallas office in the Fidelity Union Life Building. Sam Houston Huffman has been named actuary and manager of the branch. Oswald Jacoby, will serve as actuary and consultant. Wyatt also has offices in Chicago, Cleveland, Detroit, New York City and Washington, D. C.

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**BREAKING GROUND** for a new \$1,600,000 structures test building under construction at the Chance Vought Aircraft plant is Capt. C. M. Jett, USN, Bureau of Aeronautics representative in Dallas. Also participating in the ceremony November 21, left to right, were J. J. Gaffney, administrative assistant to the Chance Vought general manager; H. B. Sallada, executive assistant, and F. O. Detweiler, general manager. The building is tentatively scheduled for completion August 1. Since occupying the former North American Aviation plant on Jefferson Boulevard Chance Vought has spent more than \$6,800,000 for additional facilities.

## Chance Vought Begins Addition Scheduled for August Use

**A** NEW \$1,600,000 building is under construction at the Chance Vought Aircraft plant in Dallas.

It will house a structural test laboratory, consolidating facilities now scattered over various parts of the plant for testing the structure of aircraft parts.

The new building is tentatively scheduled to be completed August 1 by Carpenter Brothers, of Dallas, successful bidder on the contract. It will be of hangar-type design at the northwest corner of the Jefferson Boulevard plant.

Ground was broken during ceremonies last month. The first shovels of dirt were turned by F. O. Detweiler, general manager of the Chance Vought Aircraft Division, United Aircraft Corporation, and Capt. Charles M. Jett, USN, Bureau of Aeronautics Representative in Dallas.

At the east end of the building a three-story reinforced concrete section will house machine shops, X-ray rooms, a

chemical laboratory, materials structure laboratory, hydraulic laboratory and universal test floor.

The new building, which will match architecturally the existing plant buildings will free additional manufacturing space for Chance Vought production for the U. S. Navy, now concentrated on the twin-jet F7U-3 Cutlass, an advanced version of the F7U-1 Cutlass.

Chance Vought, since its occupancy, has expended more than \$6,800,000 for additional facilities including an engineering building and a production hangar.

The structures test laboratory is part of an expansion program started earlier this year and covered by a Navy facilities contract. Construction of a one-story masonry warehouse and manufacturing building on the south side of the Chance Vought plant is underway and expected to be completed by April 1. A new parking lot and airconditioning of the plant's cafeteria have been completed.

## TONIGHT'S WINDOW SHOPPERS



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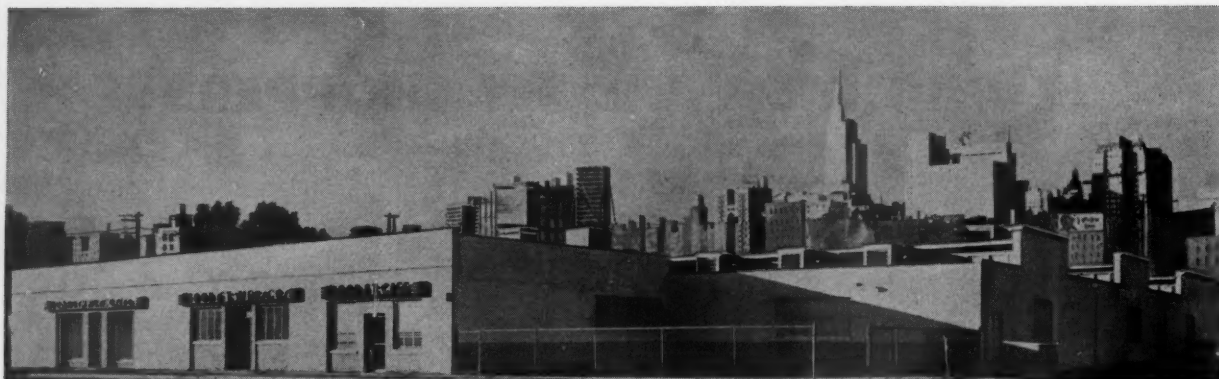
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### H. D. Lee Company Begins Dallas Operations

The world's largest manufacturer of union-made work clothing, H. D. Lee Company, this month begins production in Dallas. The company has moved into a \$1,000,000 factory at Good and Florence streets formerly occupied by the Conro Manufacturing Company. Conro is moving to a site at Exposi-

tion, Second and Canton streets. The Dallas plant will be Lee's tenth outlet in the nation. It will serve Texas and four southwestern states, and will employ 350 persons. Instrumental in bringing Lee to Dallas was Texas Textile Mills with Giles Miller, president.

**Purchases Building.** Phil M. Cohen has purchased a 6,120-square-foot building at 1733 Levee Street in the Trinity Industrial District. The white brick building has office and warehouse facilities, recessed dock-high loading doors and railroad trackage. I. Kaplan is constructing the building.

**Completes Remodeling.** Clesi's Steak House at Oak Lawn and Wycliff Streets has completed a remodeling and redecoration program that started early last fall. Last to be finished was the Charreusse Room, which brought the restaurant's capacity up to 300 persons.

**Manufacturers Win Award.** The Texas Manufacturers Association won the National Industrial Council's 1952 award for promoting understanding between industry and the public. Ed C. Burris of Houston, T.M.A. executive vice president, received the award at a New York banquet.

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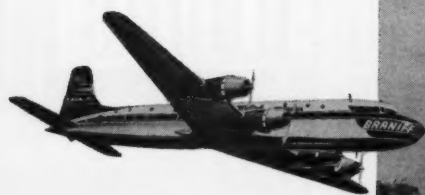
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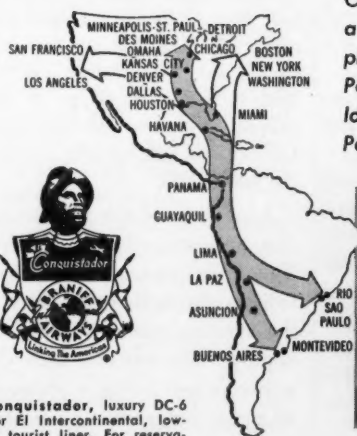
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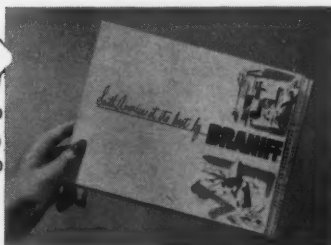


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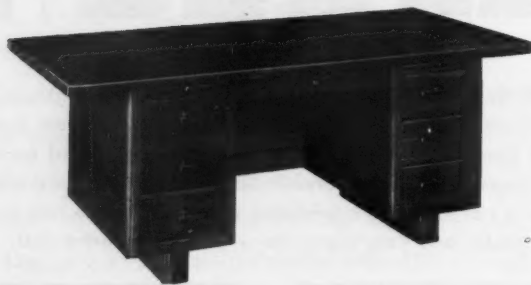


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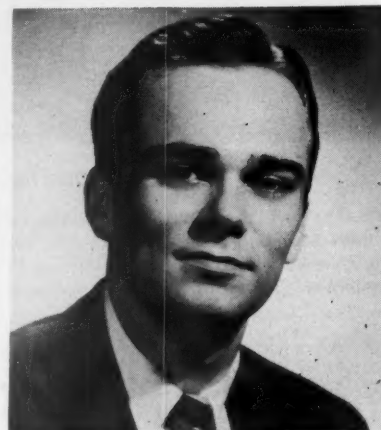
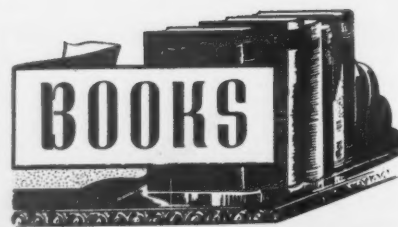
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WARREN LESLIE

### **The Best Thing That Ever Happened**

**I**T HAS been more than a month since first notices came out on Warren Leslie's excellent first novel, "The Best Thing That Ever Happened."

So this short review should be a kind of summing up.

We think "The Best Thing" handles the sex theme better than anything since The Princess With the Golden Hair section of Edmund Wilson's heavyweight novel, "Hecate County." And Mr. Leslie is much more tasteful in his story of a love affair between a cultured young deserter from the Marine Corps and a backwoods gal. The Dallas novelist doesn't find it necessary to go to the pornographic extremes which caused "Hecate County" to get banished from most of the book stalls.

Another good thing about the book is that it is set in lean, athletic sentences. You know *exactly* what Mr. Leslie is talking about. This will be refreshing to the average reader. Some critics won't approve. The sort of critics who think a writer is just being a whimsical genius when he dodges like an unskillful half-back through the rhetorical broken field of a 750-word sentence. Mrs. Edna Ferber was perhaps catering to this school of reviewers when she abandoned com-

(Continued on Page 78)



# With or Without Beans

**S**HOULD an eager Texan become "wrathy" over desecrations concerning an institution as dear to his heart as a bowl of chili, anything might happen. Combine that wrath with a writing talent seasoned by years of journalism and press-agentry and a book is likely to emerge.

When Joe Cooper, longtime Texas newspaper scribe, fell to ruminating on the current dearth of chili (Texas style) something had to give. His classic effusions caught the eyes of William S. Henson, a master printer in Dallas. This combination of enterprising talents has produced the treatise entitled "With or Without Beans," with the apt subtitle, "An Informal Biography of Chili."

Within these 247 pages the reader will find an imposing list of contributors or "chilosophers," as they are called. Their names comprise a fair cross section of Who's Who, both Texan and otherwise.

More than a hundred celebrities sound off in humorous, witty and philosophical morsels on what seems to be their favorite dish. A quick look at a few of these disclose such names as Lyndon Johnson, Admiral Nimitz, Westbook Pegler, Boyce House, Ike Ashburn, E. DeGolyer, J. Frank Dobie, James J. Metcalfe, C. R. Smith, Tris Speaker, Price Daniel and Mary Martin. And this is only a starter.

To say that these people furnish a variety of spicy commentary would be understatement. To read their dissertations is just plain fun.

If you're looking for a satisfying recipe for the concoction of this time-honored dish, you will find one to suit your taste or mood. Be it said, however, that the author's own basic formula probably holds closer to Texas tradition than any of them.

Aside from the recipes and the guest commentator's infectious enthusiasm, Mr. Cooper's general exposition of his knowledge on the subject is simply fascinating.

The 17 chapters are devoted to information such as the origin of chili, the ageless controversy as to the proper spelling of "chili" (the "i's" have it); type of meat, peppers, seasonings and general preparation for cooking—and these chapters abound with history.

There is art work aplenty in this volume, illustrations being cleverly done by Tex Henson of Walt Disney fame; Chic Young, Bill McClanahan, Ned Riddle and Jack Patton.

Joe Cooper made genuine contribution to Texana. It is not too speculative to predict that this volume will wind up as a collector's item.—Bob Pool.

## Paint Company Opens New Store-Warehouse

Dallas headquarters for the Cook Paint & Varnish Company will be in the organization's new combination store, office center and warehouse at 4502-04 Central Expressway.

Retail operations at the new structure will augment Cook's other Dallas retail outlets at 1207 Elm Street, 1919 Greenville Avenue, 121 West Jefferson Street and 2706 Samuell Boulevard.

The new store will feature, in addition to the firm's own products, nationally known brands of linoleum and tile, wallpaper and various tools and accessories for decoration work.

New director of district five of the National Association of Bank Auditors and Comptrollers is FRANKLIN D. PRICE, auditor of the Dallas National Bank. His district includes seven states, Texas, Oklahoma, New Mexico, Arkansas, Colorado, Missouri and Kansas.

## New Revenue Office Opened in Dallas

Headquarters of a new southwestern tax district of the Bureau of Internal Revenue, comprising Texas and Oklahoma, are now open in Dallas.

John B. Dunlap, former national Internal Revenue Commissioner, heads the new Dallas district.

Establishment of the new district headquarters and installation of the new officers took place in the auditorium of the Scottish Rite Temple at Harwood and Canton.

Manager of the new Normalee women's specialty shop at 1416 Commerce is MRS. SARA MILLIORN, former manager of the Normalee Shop at 210 North Ervay.

Recently named Southwest regional sales manager for Peter Pan Foundations, Inc., of New York City is THELMA PICKLE, a native Dallasite.



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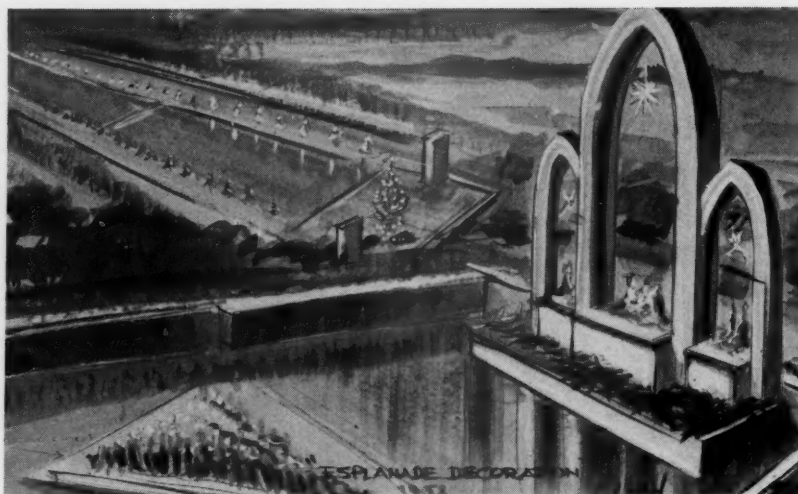
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## *Holiday Decorations Line Fair Esplanade*

**C**HRISTMAS decorations will be seen in their fullest when the magnificent esplanade at State Fair Park is turned into the season's wonderland.

The holiday decorations will include nativity scenes, 50 dressed-up Christmas trees lining the quarter-mile-long reflecting pool and a giant-size tree at one end of the pool. The decorations will go up about a week before Christmas and will stay up past New Year's Day.

The huge General Exhibits Building and the Automobile Building on each side of the reflecting pool will be specially lighted for the occasion.

The project was designed by Peter Wolf Associates and is being carried out by some of the best theatrical scenic artists in the Southwest. Peter Wolf is the noted designer of stage sets for the State Fair Musicals and other shows. Winniford Morton, youthful designer who has gained prominence through his work on the State Fair's "Story Book of Texas Agriculture," is in charge of decorating the 51 Christmas trees. And Jack Bridges, who built the State Fair's sensational giant cowboy figure, "Tex," for the 1952 fair, is constructing the papier mache figures for the nativity scenes.

At the east end of the esplanade—the end nearest the Hall of State—three modernistic Gothic arches, the tallest, 34 feet high, will frame scenes of the nativity. The Christ Child, Joseph and Mary, shepherds and their sheep, and the Wise Men will be included. The central

arch will be surmounted by the Star of Bethlehem and angels will hover in mid air. The whole thing will be spectacularly lighted.

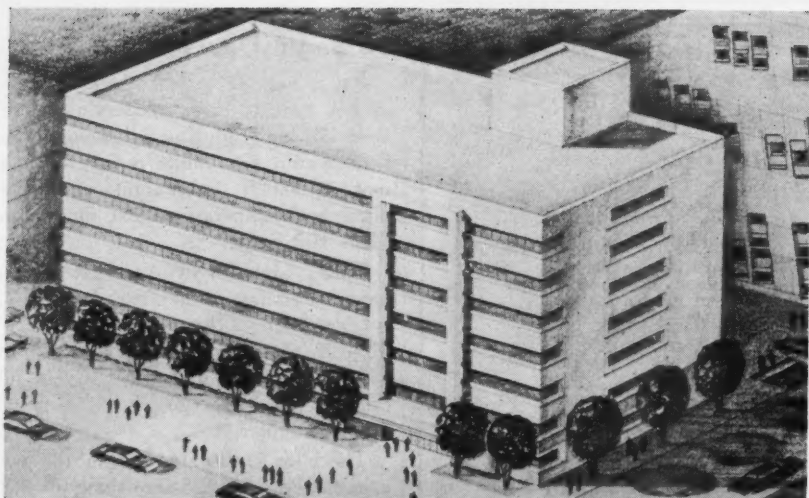
In front of the arches, a platform will be built that will accommodate a choir of two hundred. The fair hopes a number of Dallas churches will furnish choirs to sing Christmas music on the esplanade at certain times during the holiday season. At other times, Christmas carols and other appropriate music will be played over the fairgrounds public address system.

The 50 Christmas trees that will line the reflecting pool will be decorated in five assorted color schemes—pink, chartreuse, white, turquoise and gold. More than 1,500 Christmas tree lights will sparkle from the trees.

The project will cost more than \$12,000, State Fair President R. L. Thornton said.

"We think this will be a stirring sight that will attract people from miles around," he said. "It will be an added attraction for the thousands of people who will visit State Fair Park during the holiday season."

"This is one of several public service projects the fair has undertaken in line with its year-round operation. We also will underwrite the Easter sunrise service in the Cotton Bowl this spring and will assist the ladies of the Dallas Garden Center in putting on their second annual spring flower show."



### Construction Begins on Medical Building

Dallas, leading Southwest medical center, will have offices for 100 more doctors when a \$2,000,000 medical building at Gaston Avenue and Washington Street is completed around September, 1953. Construction is already under way by Jansen Construction Company. The seven-story structure will be owned by the Medic Corporation. Harwood K. Smith of the architectural firm of Smith & Mills announced the building will have 75,000 square feet of space and will be completely air conditioned. A 350-car capacity garage will be attached to the rear of the building.

### KGKO, New Radio Station, Will Be Seventh in City

Dallas will get its seventh radio station about January 1 when KGKO, operating on a frequency of 1,480 kilocycles, begins broadcasts.

The independent station will occupy the basement of the Cliff Towers Hotel, which was vacated some time ago by KLIF. It will have a power of 1,000 watts.

Broadcasting from 5 a. m. to midnight, KGKO will feature semi-classical and popular music, six to eight newscasts daily and high school and professional sports events.

Principal owner of the new radio outlet is E. C. (Doc) Harrell, proprietor of a drugstore at Gaston Avenue and Abrams Road. Manager will be Leonard Coe, owner of Denver's KTLN and Little Rock's KVLG.

The nation's four major networks now are heard in Dallas as follows: N.B.C. and A.B.C. through WFAA-820 and WFAA-570, which cooperates with WBAP of Fort Worth; C.B.S. through KRLD, and M.B.S. through WRR.

**Insulating Firm Opens.** Acme Insulation and Supply, Inc., has leased a building with offices and warehouse facilities at 2811 Taylor.

### Dallas' First U.S.O. Center Since 1946 Begins Work

"So many cities talk about the need, but not many carry through... Dallas goes ahead and does what needs to be done."

Thus, Captain Stanley Strong, commander of the Dallas Naval Air Station, recently thanked Dallas civic leaders for organizing a permanent downtown U.S.O. center.

The new center at 132 Jackson Street is the first full-fledged serviceman's center in Dallas since 1946. The old center at 1808 Main Street extended its hospitality to 1,750,000 service men and women during World War II.

Manager of the new U.S.O. is William Boyle, a former G.I. who was everything from buck private to navigation officer.

At dedication ceremonies, B. F. McClain, president of the Dallas U.S.O. Council, presented a big cardboard key to Dallas Mayor J. B. Adoue, Jr., who in turn gave it to E. S. Turner, a serviceman at the Naval Air Station.

Veteran U.S.O. workers attending included Henry Jacobus and Mrs. J. C. Vanderwoude, as well as Mr. Adoue.

**Craft School Opens.** The Hobby Center at 209-A West Jefferson Boulevard has opened a school for crafts, Luther Stone, Jr., owner, announced this month.

## PUBLIC RELATIONS, ADVERTISING MANAGER

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This is an opportunity for a progressive Dallas firm to obtain the services of a man well qualified to head a result-getting public relations, advertising department, or both. He returns in January from the Navy. Out of our esteem for him we are running this ad on his behalf.

Here are the pertinent facts about him: Age, 34. Married. College education. Experience includes several years on editorial staff Dallas newspaper, six highly successful years with leading national advertising agency, top-echelon public relations work as Lt. Commander in Navy. A man of imagination, initiative and ability, gifted writer good organizer and leader, at home in all aspects of advertising and advertising promotion, knows radio and television writing and production. Widely and well acquainted with top men in newspaper, radio and television, also business and political leaders. Knows how to meet people and cultivate friendships on all levels. Has warm, engaging personality. Good speaker.

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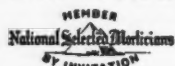


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## Aggregate Plant To Begin Operation

Dallas will be one of the few cities in the country with all facilities and materials for producing lightweight concrete within a two-mile radius when a new \$500,000 lightweight aggregate plant begins operation next month on Chalk Hill Road.

Dallas Lightweight Aggregate Company, an affiliate of the Texas Industries, is constructing a three kiln plant to produce Haydite. The product is used in concrete in place of sand, gravel and crushed rock aggregates to make the concrete lighter.

The kilns are located within one and a half miles of a 125-acre shale pit and the Texcrete plants. The new plant will use the shale to make Haydite and the Texcrete plant will use the Haydite to produce lightweight concrete blocks.

The shale pit, purchased only recently by the Dallas Lightweight Aggregate Company, is bounded on the south by the Fort Worth Pike and runs north and west of Chalk Hill Road.

The kilns at the new plant will heat the shale to the point of fusion. The material then is discharged and cooled and resembles "clinkers" at this stage. It contains thousands of tiny dead air cells per square inch.

Ralph B. Rodgers, president of the Texas Industries, said, "Previously, it has been necessary for users of lightweight concrete to obtain their aggregate from plants more than 100 miles from Dallas, a condition causing delays at times in production.

"The resultant mixture is a concrete equal in bulk and structural strength to ordinary concrete, but is about 40 per cent lighter," he said.

**Furniture Branch Opens.** Haverly Furniture Company has opened its first branch store at 267 Southeast Shopping Village in Pleasant Grove. Manager is K. K. Kendrick. The ranch-style store contains 1,000 square feet of glass window area.

**Buys Meat Company.** The Universal Meat Company of Texas, Inc., has been purchased by B. H. Collier, who has 30 years of experience in the wholesale meat business in the Dallas-Fort Worth area. The firm has new quarters at 1111 Hall Street. Mrs. Collier is vice president and Mrs. Delma R. Murry is secretary-treasurer of the company.



# ANNUAL REPORT

## 1952

DALLAS CHAMBER OF COMMERCE

## The President's Message



**T**HE year 1952 has seen the emergence of two-county planning as a new basic factor in Dallas' bid for industrial maturity.

Dallas' future and its proper growth are closely linked not only with the communities throughout Dallas County but with our neighboring counties as well.

With the organization and functioning of the Dallas-Forth Worth Metropolitan Area Development Committee, solid groundwork has been laid for Dallas-Tarrant County co-operation in a very real and practical way for promoting in spheres of common interest a market that today includes several million people.

Broadened by this concept of two-county planning, Dallas' accomplishments of the past year are reviewed in the reports on the following pages. They have not been effected, of course, without problems that had to be solved, and more remain to be solved, probably the most pressing of which are our shortage of water and tangled traffic. But these, too, will be solved.

In fact, there is no curfew on what we can do or

what we can accomplish, if each of us, as individuals, assumes a share of the civic responsibilities involved and carries his part of the program.

For the progress that has been made during the past year, I am most grateful to the directors, the committees, the membership, and the staff of the Dallas Chamber of Commerce for their most effective work. The loyalty and co-operative spirit they have manifested make the following reports possible.

The challenge for still greater progress in 1953 is a great one. The Dallas Chamber of Commerce has the duty to continue to expand its usefulness to the end that Dallas shall continue its forward march. Our future achievements will depend directly upon the contribution of time, effort, leadership and money provided by the members individually.

Building a city is never finished. It is a job that goes on and on, without end, and we shall ever be building a greater Dallas.

**BEN H. WOOTEN**

*President, Dallas Chamber of Commerce*





## Report From the General Manager

**D**ALLAS continues to grow and expand on a sound and well-rounded basis — a steady growth of new and permanent industries and commercial establishments of various kinds, a steady growth and expansion of manufacturing plants and commercial businesses already located here.

This, of course, creates new jobs and opportunities which cause rapid growth in population and as a result, in spite of the tremendous growth in population, our unemployed ratio is one of the lowest of any city in the United States.

This well-rounded growth is causing the construction of office buildings, commercial establishments and homes to continue at a rapid rate.

All other phases of those things necessary to a well-rounded city and necessary to its future growth, such as educational, recreational, religious, medical and other activities and facilities, have expanded in proportion.

So "Big D" is growing bigger. Of course there are many reasons for this growth, but we at the Chamber of Commerce sincerely believe that the two major reasons are these: First, continuous intelligent planning for the future that has been done in the past. The Chamber of Commerce is the only organization

in the city equipped and able to formulate and develop plans and programs for the future. It is the Chamber's responsibility and the results today prove your Chamber has fulfilled this responsibility. Second, the continuous, intelligent, aggressive teamwork of the business men of Dallas, who have such a burning pride in their city and who give so freely of their thoughts, time and money in all worthy and constructive civic enterprises and activities.

So we at the Chamber feel that, under the intelligent guidance of your officers, directors and committees, we are doing a creative and constructive job and that with the continued faith and co-operation of our members, we will do an even better job in the future.

I want to take this opportunity to commend to you the experienced, efficient and loyal members of the Chamber staff. They are not only capable employees but swell folks to work with.

The departmental reports contained in this Annual Report will give you a complete picture of the routine activities and accomplishments of the Chamber in 1952.

**J. BEN CRITZ**

*Vice President and General Manager*



THOMAS W. FINNEY  
Manager, Industrial Department

**D**YNAMIC — Diverse — Stable: these three words characterize the Dallas business community of 1952 and its development.

Perhaps no better evaluation of Dallas' growth is available than the employment picture. For the year ended October 1, 1952, Dallas gained 13,500 additional workers, reaching an all-time peak employment of 286,550. This gain was principally in manufacturing, oil firms, transportation, communications, utilities, wholesale and retail trade, finance, insurance, real estate, business, personal and professional services.

Increased employment reflected gains in population. As of July 1, the Dallas City Plan Department estimated 495,000 people in Dallas, compared to 434,000 in 1950. Only some 20,000 were gained through annexation. Including four "island" cities, Dallas can claim more than 500,000 population. Dallas County population has been estimated at around 685,000, compared to 615,000 in 1950. A further influx of people and increased employment in the Dallas area continue to be apparent. And our neighbor cities are also experiencing similar growth — which broadens and stabilizes the Dallas economy still further.

Other significant growth indicators confirming the increasing stature of Dallas as a city and as a business center: Bank clearings for the first 10 months of 1952, compared to the same period in 1951, up 22%; postal receipts more than 37% higher; electricity consumption up about 30%. Dollar value of building permits in the first 10 months of 1952 exceeded the aggregate for all of 1951. Residential construction, although under 1951, has maintained a pace adequate to match population growth.

One important activity of the Industrial Department is fact finding and fact presentation. These various studies and monographs serve a two-fold purpose: providing information and data of assistance to Dallas business interests, and gathering material for the department's primary mission of promotional and developmental work with new business and industry

seeking to locate or to expand in Dallas and for our integrated regional market, The Dallas Southwest.

Among new monographs or fact sheets developed were *Significant Population Statistics on Dallas and The Dallas Southwest*, *Construction — Dallas, Texas*, *Employment Highlights in Dallas During 1951*, *Value Added by Manufacture — Dallas County* and *The Dallas Southwest Market*. More than 20 existing monographs or fact sheets were brought up to date.

Among the most important projects is the *1952 Business Data Sheet for The Dallas Southwest*. Business and economic data for the 610 counties in the seven-state area of The Dallas Southwest are given.

To accompany the Business Data Sheet, a *County and State Outline Map of The Dallas Southwest* has been prepared. It shows each county's name and population with 1951 retail sales estimates.

In co-operation with the Dallas Chapter, Society of Industrial Realtors, and the City Plan Department, an industrial dispersion study and map were prepared. These were necessary for Dallas to plan along lines of outlines by Federal agencies dealing with defense industry locations and expansions. In general, plants of a defense-supporting nature must be adequately spaced with respect to industrial and population concentrations.

Our list of about 1,000 policy executives of "prospect" companies was constantly reviewed to insure the magazine *DALLAS* reached their desks regularly.

A four-month survey revealed an average of 110 requests per month was received in the department by mail for information and statistical data on Dallas and The Dallas Southwest. An average of 65 inquiries dealt with products, services, or companies in Dallas, while some 30 letters asked about living conditions and employment opportunities.

During the year the Industrial Department shifted its organizational set-up. W. A. Rosamond became research assistant in the department and Dr. Richard B. Johnson, chairman, department of economics at S. M. U., was retained as research consultant.

# Wholesaling

MARK HANNON

Manager, Dallas Manufacturers and Wholesalers Association



**C**ONTRARY to the belief by some that election year is a poor year for business, the wholesale and manufacturing business during 1952 has been exceptionally good and in excess of 1951.

As evidence of this, there have been no reports of heavy or dormant stocks of merchandise.

All of the markets held in Dallas this year, such as apparel, furniture, shoe, appliances, giftware, and what might even be termed luxury merchandise have shown tremendous increases in sales.

Buyers at these markets have gained greatly in numbers. Observers have also noticed that more buyers from farther distant points have patronized the Dallas markets.

Buyers from what are said to be drought areas and cattle territory have bought heavily, to the surprise of many. Although there have been some reports of "slow payment" there has been no appreciable comment on bad accounts.

The office of this association has a record number of inquiries from out-of-town and out-of-state concerns, seeking information about sources of supply.

DR. RICHARD B. JOHNSON AND W. A. ROSAMOND

Research Consultant and Research Assistant



"Dallas, the Greatest Diversified Market," the slogan of the Dallas Manufacturers and Wholesalers for the past several years, has had wide publicity all over the nation and may be credited with attracting many buyers for the first time.

Another pleasing development this department has enjoyed is the great number of contacts it has been able to make for local manufacturers with out-of-state concerns.

These observations cover both what are called "hard" and "soft" goods merchandise and manufacturing.

The number of wholesale and manufacturing concerns has increased greatly this past year.

This association has also served as a liaison for government agencies seeking either prime or sub-contracts. Its publication of *A Classified Directory of Industrial Facilities in Dallas* has been widely distributed to all government procurement agencies and to prime contractors seeking sub-contractors. Public acceptance of this volume has gone far beyond the original expectation.

As an addition to educational activities, the association has presented in Dallas high schools five films entitled "Joe Turner — American," a motion picture that appeals to the conscience of every American, urging him to participate in some program to awaken citizens to a sense of responsibility in civic affairs. The association was pleased and complimented to have this film endorsed for review by the young men and women of high school age.

The association has issued several bulletins throughout the year on various subjects of interest for the benefit of concerns in particular classifications.

While avoiding participation in political campaigns as an association, all reasonable effort has been made to induce members and non-members of the association to take an interest in the national campaign and make it possible for their employees to do likewise.





**Z. E. BLACK**

*Manager, Convention Department*

**A**PPROXIMATELY 284,500 visitors trod the welcome mat at 1,720 conventions, sales meetings and co-operative marketing seasons in Dallas during 1952. It is estimated these badge wearers left \$12,802,000 in local business channels, using the ultra-conservative figure of \$15 per day per delegate.

The figures, highest in the city's history, do not include out-of-town visitors at the State Fair of Texas, which drew a record-breaking 2,387,140 persons, or out-of-town people at the Metropolitan Opera, State Fair Musicals, football games and other attractions.

Although most of the gatherings have been the sales-convention type, in which Dallas is the Southwestern leader, approximately 50,000 visitors attended the various market periods staged by the American Fashion Association, gift shows, Southwestern Men's Apparel Club and Southwestern Shoe Travelers Association, each lasting about five days, and also the semi-annual National Association of Variety Stores.

Dallas conventions, national or international in scope, totaled 39 in 1952 — the most in any year since the Texas Centennial Exposition in 1936. Among the largest were those of the United States Junior Chamber of Commerce, I.O.O.F. Sovereign Grand Lodge and Rebekah Assembly, Music Teachers National Association, National Farmers Union, United States Golf Association National Open, Order of Blue Goose International and National Council for the Social Studies. Some big state conventions included those of the Texas Medical Association, Texas Cotton Ginners Association, Texas Hardware and Implement Association, Future Homemakers of Texas and Future Farmers of Texas.

Among national conventions booked so far for 1953 are the National Turkey Federation, expected to bring about 4,000, National Cotton Council, American Petroleum Institute Division of Marketing, International Association of Printing House Craftsmen, AIMME Petroleum Division, 20-30 Club International, American Association of Junior Colleges, American Hardware Manufacturers Association, American Association of Orthodontists, American Physical

Therapy Association, American Numismatic Association, American Cemetery Association, National Fraternal Congress, National Electric Sign Association, American Concrete Pipe Association, American Society of Agronomists, Aviation Writers Association, Soil Science Society of America, Building Officials Conference of America, American Trucking Association, Safety Supervisors, 52nd Engineers World War I, American College of Osteopathic Obstetrician and Gynecologists, Oil Well Drilling Contractors Safety Conference, Florists Hall Association of America and the National Trailer Rental System.

Included in the larger state or regional gatherings for 1953 are the Southwest Automotive Show, to bring some 20,000, Baptist Sunday School Convention, 5,000, Southern Wholesale Hardware Association, 1,500, Texas Restaurant Association, 3,000, and the Mid-Western Society of Exploration Geophysicists, 1,000.

Long-range work is necessary to secure conventions. A sizeable number have been booked for 1954 and 1955 and some good prospects are being lined up for 1956.

The Chamber's Convention Department maintains files on some 1,500 organizations and watches closely to see that Dallas gets state or southwestern conventions when its turn comes — or a little sooner, carries on long-range work for national conventions and helps convening groups choose suitable dates and make housing arrangements.

On dates of heavy congestion, it co-operates with the Dallas Hotel Association in operating a housing bureau. The department assists many conventions with such problems as registration, publicity, program suggestions and handling exhibits and housing.

A vast amount of desirable exhibit space is available at Fair Park and, with remodeling and air-conditioning programs completed in practically all Dallas hotels plus substantial additions to two hotels, the city has an excellent opportunity to secure more and larger conventions.

MRS. JAY LITTLE GILLILAND  
Manager, Information Department



**T**HE Information Department of the Dallas Chamber of Commerce does just what its name implies — it supplies information and lots of it.

The task is a never-ending one, because Dallas is America's largest inland city and constantly expanding. This means inquiries about Dallas continue to pour in from every section of the United States.

The requests are varied. You never know what people will want to find out. Daily telephone calls bring a wide range of questions to which answers must be found.

During an average day people may ask about everything from Dallas' population and its elevation above sea level to names of Dallas city councilmen, officers of men's and women's clubs, when and where those clubs meet, points of interest, coming events, where tickets can be purchased for, say, the Citizen's Council luncheon and prices of same, who is handling the "Freedom Crusade Drive," and where the next tennis exhibition matches will be held.

The Information Department is also a distribution center for city maps, folders and highway maps. It also helps people route vacation or business trips.

Services such as these are rendered daily to callers by phone or in person.

The following excerpts illustrate the variety of inquiries received daily:

"For health reasons we have been advised to seek a better climate, and would be pleased to have information from you as to climate, labor and housing conditions."

"Could you tell me if Dallas has a Legal Aid Society?"

"Would you please send me information on your various hospitals and schools of nursing?"

"I have a friend living in Dallas who is an avid football fan. He has a birthday coming up early in the spring and I thought it would be nice to give him a season pass for the 1952 football games to be played in Dallas, but I don't know if such a thing would be possible."

"The Study Club, of which I am a member, is studying this year cultural and industrial cities of our Southland. I have been assigned a paper entitled, 'Dallas, Texas, the Paris of the South,' and I would like very much to solicit your assistance in obtaining material for this paper."

"We are in the process of planning our senior trip for the spring of 1952. We would appreciate any information pertaining to sights and places of educational value we might see while in your city."

"Please send us a listing of the amusement calendar for your city during the year 1952."

"Would you please be good enough to advise me if there are any banks in your city or in your part of the country who pay 2 per cent or more on savings."

"Can you supply me with the total attendance figures for the State Fair of Texas for the past eight years?"

"There is a Mr. Edwards in your city who does piano key work; I don't know his initials or address but am very anxious to contact him."

"It is our understanding that you have exceptional educational facilities available for the education of mentally retarded children."

"Please send me any information that you have in regards the purchasing of some registered Hereford cattle for breeding."

The department answered approximately 26,000 such letters and about 15,000 telephone calls this year.

The work of the Information Department, to a great extent, enables Dallas to learn of the Dallas Chamber of Commerce and the rest of the world of Dallas. All inquiries of a general, miscellaneous nature — inquiries which do not fall properly within the scope of activity of other Chamber departments — are referred to the Information Department.

The department tries conscientiously to answer each letter the day it is received. Some of the letters, however, require considerable research to provide the answers for specific questions. Others necessitate shopping errands to buy articles requested by the correspondents and still different kinds of chores are required by other requests.



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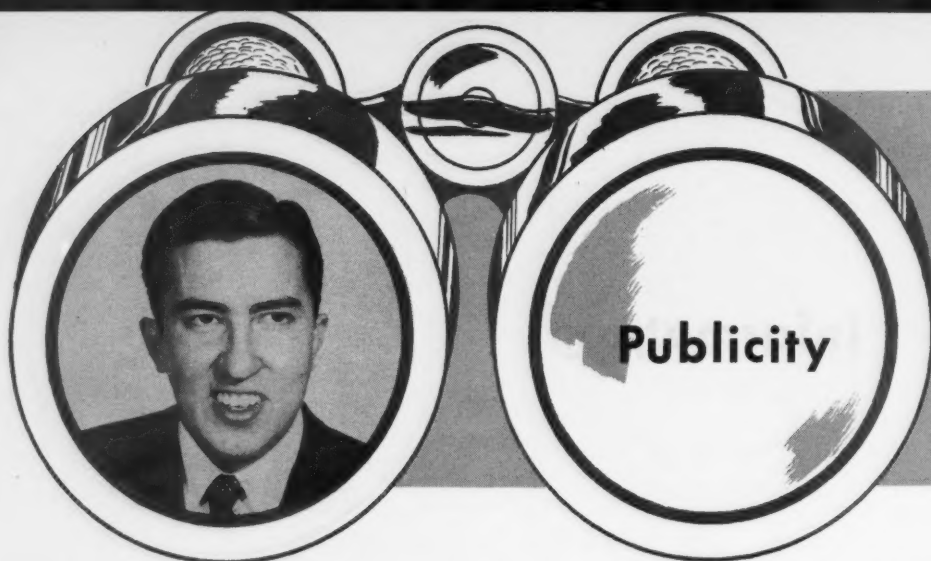
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**HORACE AINSWORTH**  
Director of Publicity and Editor, DALLAS Magazine

**"D**ON'T you get tired of talking and writing about the same thing all the time?" is a question frequently asked the publicity staff of the Chamber.

The inquiry is a natural one, for people know that the stories that originate from 1101 Commerce always deal with one subject — Dallas.

But those who ask the question fail to take into account two things:

1. That Dallas is never "the same thing all the time" and
2. That the listener and reader is never the same.

Dallas is a vibrating youthful city — full of spark and go. Trying to capture the Dallas story on paper is like trying to get a small boy to remain still for a portrait.

Just as the returns from a national election change from minute to minute, so does Dallas. To a former newspaperman, watching new developments in the Dallas story is as exciting as getting late reports on a teletype machine.

Dallas is news. People across the nation are anxious to know what's going on in the Southwest and they consider Dallas the headquarters for the region.

Proof of this interest comes when national publications take steps to insure their coverage. This year, *Engineering News Record*, *Business Week* and *Aviation Week* engaged regular Dallas correspondents to increase their reports. Two syndicates, Universal News Service and Nationwide News Service, engaged Dallas representatives. Another national magazine, *Soaring*, moved its publication headquarters and editor here.

Besides this, writers and photographers from four leading popular magazines came to Dallas on story assignments. This month a story on Dallas banking will appear in *Look*. *Fortune* has a story in progress for an early spring release. *Collier's* sent its bureau chief from Atlanta to Dallas to work out new angles on a number of stories. *Holiday* dispatched Writer

James H. Street and a two-man photography team to Dallas to prepare a story for next fall's magazine.

The publicity staff makes itself available for any assistance these writers and their publications may desire. It suggests stories, arranges interviews, performs background research and, in general, gives the writer a quick personality study of Dallas.

The Publicity Department took steps forward in a new field this year — textbooks. Believing that the impression Dallas makes on the youth today is important to the growth of tomorrow, it made a special effort to get the Dallas story told advantageously in the classroom.

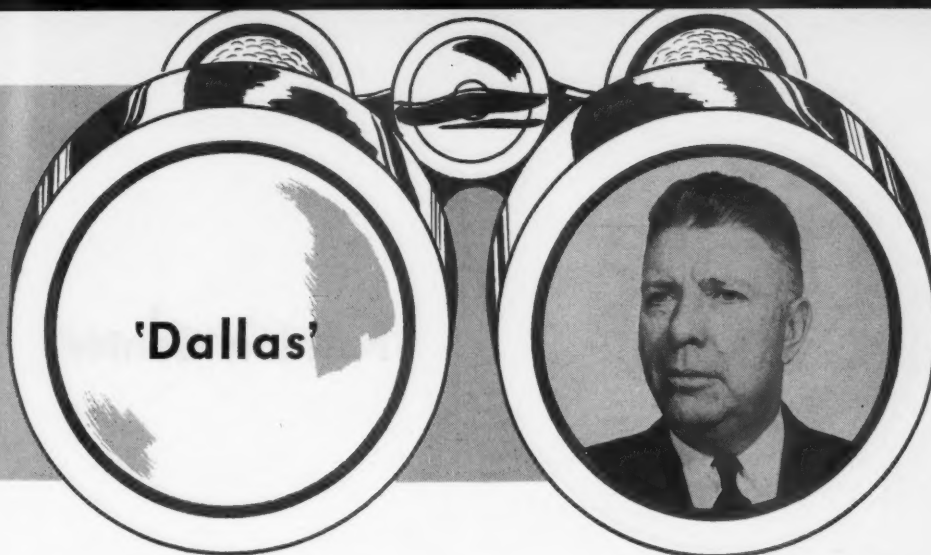
As a result, Dallas received highly favorable sections — illustrated with Chamber of Commerce photographs — in three new textbooks. One was a nationally-used school book published in New York. The other two, "Texas — Its Land and People" and "Texas Government," have already been adopted by the state textbook committee for use in hundreds of classrooms throughout Texas.

The Chamber also ventured into color photography. It now can offer any national publication a selection from a full stock of color transparencies. Scenes include the skyline, Cotton Bowl, White Rock Lake, Southern Methodist University, prominent Dallas buildings, Fair Park and other city landmarks.

The staff has co-operated with other public relations and news organizations in their projects to promote Dallas. The Press Club, Sigma Delta Chi, professional journalism fraternity, the Dallas Advertising League, the Society of Associated Industrial Editors and the American Association of Advertising Agencies are a few of these.

The department also assisted house organs and company publications across the nation. Two leading company magazines, *Chrysler Events* and *Ford Times*, carried Dallas stories in 1952.

As Dallas continues to make headlines, the Publicity Department will report the ever-changing Dallas story to new readers across the nation.



TOM McHALE

Advertising Manager, DALLAS Magazine

**T**HIS year has been one of the most significant and progressive in the history of DALLAS. Completing its thirty-first year of service with this issue, your Chamber of Commerce magazine has not been content to rest on laurels of top national recognition for stability and editorial excellence. Innovations and extensions in the use of color, layout and typography, improvements and additions to features have marked this year. DALLAS has also received much wider recognition from national advertising agencies and advertising volume and circulation have reached new highs.

DALLAS' leadership in the use of color and its outstanding graphic presentation have long been recognized in the chamber of commerce field. In its September issue this year, DALLAS chalked up another "first" in pioneering the use of DAY-GLO on the cover of its State Fair Issue, and this same number carried a four-page insert with DAY-GLO in the center spread. Overall, this has been the biggest color year in DALLAS history. The wide diversity and use of color advertising in DALLAS has made possible the corresponding use of color and all its advantages in telling the Dallas Story in more graphic form to the members of the Dallas Chamber of Commerce and industrial prospects throughout the nation.

The vitality and progressive spirit of DALLAS has been reflected in improvements and innovations, yet your Chamber of Commerce magazine has adhered to its basic purpose of selling Dallas and the Dallas Chamber of Commerce. The prestige of DALLAS is reflected in the increasing number of comments and inquiries coming in from chamber of commerce executives and business leaders over the nation and by constantly expanding reader interest on the part of new Dallas citizens and long-time members. It might well be said that today DALLAS represents the national standard for chamber of commerce magazine operation.

Again this year DALLAS has carried a running history of the phenomenal growth of the city. Month by month it has charted in graphic form the rising Dallas skyline and the expansion of suburban business

areas. It has carried countless photographs of the key people who are building Dallas and has spotlighted important phases of Dallas business and industry. It has brought to focus the cultural and entertainment features of Dallas and provided a monthly background for the Dallas business story. No other chamber of commerce magazine in the nation approaches DALLAS in modern layout, volume and variety of pictures and the use of color.

Along with the graphic monthly presentation of outstanding industrial additions, DALLAS has featured in its monthly schedule the overall import of such basic Dallas business foundations as oil, finance and insurance, conventions, construction, advertising and printing, motor transportation, and Texas' great State Fair. In addition DALLAS has featured the Community Chest, Red Cross, Dallas Symphony, and practically every major civic drive that makes Dallas so distinctive.

In this political year Dale Miller's WASHINGTON column has attracted wide attention.

From the standpoint of the Dallas Chamber of Commerce the most important fact concerning DALLAS is that it is delivered every month to every member. Its multiple readership in and out of Dallas insures that the scope of the Dallas Story reaches far beyond the membership of the Dallas Chamber of Commerce.

Producing a magazine of the size and quality of DALLAS every month with four people in the entire publicity department requires a high degree of teamwork between the editor and advertising manager and the staff. No report on DALLAS would be complete without reference to the loyal and enthusiastic service of Miss Bettye Elrod, editorial assistant, and Miss Rita Goodberlet, advertising assistant. Photographers, artists, engravers and printers play an important part in the picture as well as the major advertising agencies of Dallas, who provide copy of national quality. The stability and volume of DALLAS' advertising revenue again this year gives Dallas the finest chamber of commerce publication in the nation and still turns back an annual profit to the Dallas Chamber of Commerce.





MRS. VIRGINIA SHAEFFER  
Manager, Dallas Fashion Center

**T**HE most important function of the Dallas Fashion Center, apparel division of the Chamber of Commerce, has been in 1952, as in past years, the promotion of Dallas as a national market for women's and children's apparel.

Membership of the Center is composed of Dallas manufacturers and wholesalers of women's and children's wear and associate members who manufacture and distribute fashion accessories. All members of the Center have participated actively in the four 1952 market weeks held jointly by Dallas and Fort Worth for showings of summer, fall, holiday and resort-spring wear.

The Center supplies information to answer many types of inquiries — manufacturers interested in establishing plants in Dallas, salesmen who wish to represent Dallas manufacturers, or designers and factory workers attracted to Dallas both as a fashion center and a desirable locale for living. Information about the history and present status of Dallas and the Dallas Fashion Center is sent to many types of publications and to interested students.

Chief activities of the Center in 1952 have been:

In January, at the Dallas Alice Award Dinner, the City of Dallas, represented by Mayor J. B. Adoue, presented awards to Dallas manufacturers and designers for fashions of merit. Awards were based on salability and price as well as on fashion newness and rightness.

In February, the Dallas Fashion Center entertained jointly with the Dallas Textile Club in honor of Miss Pat Mullarkey, 1952 Maid of Cotton, with a luncheon at the Mural Room, Baker Hotel. Manufacturers who won the Dallas Alice trophies of the year presented their prize-winning designs to the Maid of Cotton.

Students of the S. M. U. School of Design presented Miss Mullarkey a handmade evening gown as a token of their admiration.

Dallas' second National Press Week in March attracted fashion editors from over the nation and Canada. Eighteen manufacturers staged elaborate showings of their summer fashions.

Corpus Christi again invited the Center to stage a fashion show at its annual Buccaneer Days Celebration. The show was given first at Del Mar College Auditorium and later on Padre Island.

In May was the "Fall Fashion Carnival" replete with circus atmosphere, held at Pappy's Showland. WFAA-TV carried the entire hour of fashions on parade to a large audience of potential consumer buyers.

Also in May the annual fashion show of the S.M.U. School of Design was given.

The Dallas Fashion Center entertained the 1952 awardees of the Neiman-Marcus Fashion Exposition at an elaborate buffet luncheon early in September at the Adolphus Hotel.

With Mrs. Eleanore Hillebrand Bruce, fashion editor of *Charm* magazine, and her associate editor, Miss Frances Koltun, as featured speakers, the Center entertained buyers at a fashion show called "Guideposts to Spring" as the main event of the October Market.

In May and again in October, manufacturers gave all-day previews of their lines for the resident press. Reviews appeared in the *Dallas News* and the *Dallas Times Herald*, as well as in trade publications and consumer magazines.

In co-operation with the American Fashion Association and the National Fashion Exhibitors, who together with the Center set the policies of the Dallas-Fort Worth Market, the Center participated in the traditional four pre-market luncheons in January, May, August and October.

Itself a non-profit organization, the Dallas Fashion Center membership on a voluntary subscription basis again came to the rescue of the enterprise known as Aid the Handicapped, Inc., carried on under the guidance of Fred Levy. Aid the Handicapped manufactures infants' wear and employs severely handicapped persons. Still too young to be entirely self-supporting, it experienced financial needs which became known to several members of the Center who immediately rescued it voluntarily as a worthwhile project.



## Market Division

HENRY W. STANLEY

Manager, American Fashion Association (Market Division)

**T**HE Market Division of the Dallas Chamber of Commerce continues to expand its services to the manufacturers' agents who are members of this division and to the manufacturers whose lines are represented in our quarterly apparel markets.

During the year 1952 more than 20,000 buyers of women's and children's wear from 17 states attended the Dallas Market.

The dates of the markets held in 1952 were: January 20-24, Spring and Summer Fashions; May 25-30, Fall Fashions; August 17-22, Midwinter and Holiday Fashions; October 26-31, Resort and Advance Spring Fashions.

The Breakfast Fashion Clinic, inaugurated a num-

ber of years ago, has become one of the outstanding entertainment features of the market.

The Market Division is deeply appreciative of the cooperation of the Dallas Fashion Arts, Inc., an organization of Dallas women who have distinguished themselves in the field of fashion. Through the cooperation of this organization, we have been able to present to 1,500 buyers at each of our Breakfast Clinics authoritative forecasts of fashions.

In addition to the *American Fashions Magazine*, which reaches approximately 9,000 top-rated accounts in the Southwest, and the *Buyer's Guide*, which is given to each buyer as he or she registers for the Market, the Division is now publishing the *Sales Merchandising Manual*, given to each buyer as he or she enters the Breakfast Clinic. In this important publication buyers find sales suggestions, suggested advertising layouts, and suggested window designs for the coming season. This publication has proved to be one of the most valuable issued by the department. Many buyers request additional copies for use in their individual stores.

Dates of the 1953 markets are January 18-22, Spring and Summer Fashions; May 24-29, Fall Fashions; August 16-21, Midwinter and Holiday Fashions and October 25-30, Resort and Advance Spring Fashions.

During the Early Spring and Resort Market, held October 26-31, 466 salesmen exhibited more than 1,100 lines of merchandise.

The scope of influence of the Dallas market is constantly widening. The Dallas market has taken its place as one of the "big four" markets of the nation. And as hotel facilities in the city are enlarged, the market will continue to expand, both in number of lines shown and the number of buyers who attend each showing.

At one market in recent years during a single day buyers were registered from 18 states and one foreign nation.

Other program features helped buyers determine what the customers want, when they want it, and what they want to pay.

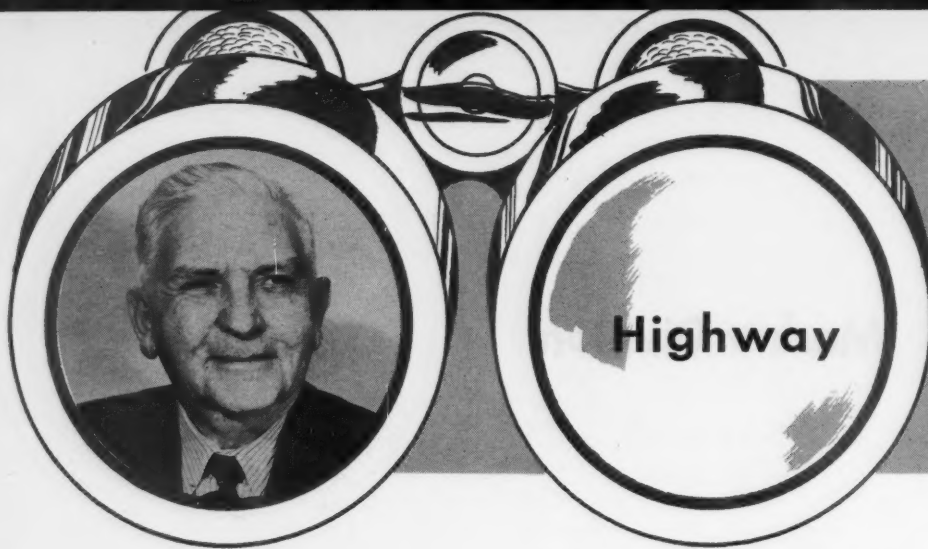
## Agriculture

**E**ARLY in 1952 the Dallas Agricultural Club arranged with the Dallas Chamber of Commerce whereby the club's officers and directors would constitute the Agricultural and Livestock Committee of the Chamber. The club's purpose, quoting its constitution, is "to further the welfare of agriculture in Texas by bringing together the agricultural forces of Dallas and its trade territory to discuss the major agricultural problems of the day."

In addition to conducting monthly luncheon meetings, featuring agricultural speakers, the club carried out several projects. One was an all-day tour, first by air and then by bus, of Dallas County. Members of the party got an excellent view of soil erosion effects and steps being taken to stop it. Then followed a luncheon at one farm and a trip by bus to other leading farms where methods of operation were explained by experts.

Committees served as local hosts for two agricultural conventions, the Future Homemakers of Texas, 3,000 delegates, in April, and Texas Future Farmers, 2,000, in July.

The club paid the expenses of a 4-H judging team from Dallas County to a national land judging contest in Oklahoma City. The local team won.



**TOM E. HUFFMAN**  
Manager, Highway Department

**M**OST activities of the Highway Department of the Dallas Chamber of Commerce for the past year have been in connection with and under the direction of the Central Highway Committee.

The Highway Department undertook as its first major project of 1952 sponsoring Highway Appreciation Week, proclaimed by Governor Allan Shivers for Jan. 27 - Feb. 2. This work provided speakers for civic organizations in the city and county, arranged for radio and TV programs and outdoor billboards and posters. It also included arranging for E. H. Thornton, Jr., chairman of the Highway Commission, to speak before a Junior Chamber of Commerce luncheon and for D. C. Greer, State Highway Engineer, to address the Salesmanship Club.

A five-man High Priority Subcommittee was appointed to study state highway needs of Dallas County and prepare a comprehensive priority program for such needs. This subcommittee submitted its recommendations to the Central Committee for approval.

The program was prepared under three categories: A-Category listed the improvement projects most urgently needed, based on traffic volumes and recommended for a two-year program; B-Category, urgently needed projects, and C-Category, needed projects. This three-priority program was submitted at a formal Highway Commission hearing April 29, 1952.

The Highway Commission recently released a \$3,500,000 construction program for Dallas County. All of the projects were selected from the A-Category, in the order listed on the Priority Program.

On April 29 representatives from the Central Highway Committee joined a Kaufman County delegation in Austin at a hearing before the Highway Commission on two projects: an allotment of funds for the relocation and construction of the five-mile "Gastonia Gap" in Kaufman County, between Brushy Creek and Crandall, and a program to widen U. S. Highway 80 from Dallas to Terrell, to four lanes. Since this hearing, the Highway Commission has authorized construction on the Gastonia Gap, and agreed to provide for early construction of two additional traffic lanes on U. S. Highway 80, from Murphy School Road to

Forney Cut-off in Kaufman County, and to finance work in the next available Federal Aid Program, "Provided that the counties will protect and/or acquire the additional right-of-way needed for ultimate freeway development."

The Committee has been working closely with the Highway Committee of the Fort Worth Chamber of Commerce in an effort to promote the early construction of an expressway between the two cities. If it will be impossible to provide state and federal funds for the construction of this facility within five years, the two organizations have decided to promote immediately the construction of an expressway-type toll road facility financed with private capital secured from the sale of revenue bonds. Studies are now being made on this possibility.

The Department has also been working with the Highway Policy Committee of the East Texas Chamber of Commerce. The purpose of several conferences held was to discuss highway needs in East Texas, to stimulate the thinking of East Texans on highway problems, to talk of how to finance the future highway program for Texas, and to get suggestions from "grass roots" thinking for use of the highway policy committee of the East Texas Chamber of Commerce. The facts and opinions have been combined into one report and presented to the East Texas Chamber's Board of Directors for action.

The Committee, through its representatives, has taken an active part in the activities of the Big Bend Trail (U. S. 67) Association. Two main activities this year have been working with Governor Oscar Soto Maynez of Chihuahua, Mexico, and Chihuahua citizens, in promoting an improved highway from Presidio, to Chihuahua, and sponsoring the Big Bend National Park exhibit at this year's State Fair.

In addition to the above activities, the following are the names of some of the subcommittees which have been no less active in their assignments: U. S. Highway 75, U. S. Highway 77, Jefferson Boulevard, County Road Bond Issue, Daingerfield-Dallas and Right-of-Way subcommittees.





**WILLIAM A. WARE**  
Manager, Aviation Department

**T**HE Aviation Committee of the Dallas Chamber of Commerce recounts with pride its record-setting performance of 1952.

There were 32 committee and subcommittee meetings and, in addition, numerous conferences by the chairman and vice-chairman with various city officials, aviation experts and airline executives. The chairman, together with the president of the Chamber and the aviation manager, appeared before a Civil Aeronautics Board hearing in behalf of additional airline service to Dallas.

Perhaps the most important single act of the committee, after several conferences, was the employing of James C. Buckley, Inc., New York, to prepare the remarkable report on the air transportation requirements of Dallas that has just been released. This Chamber of Commerce report is the first of its kind undertaken on behalf of any city in the United States. It forecasts our requirements ahead to 1960.

The outstanding performance of the committee was matched by the continued growth and expansion of aviation in Dallas. During the year, approximately 3,100 employees were added to its payrolls.

On July 10, Dallas secured the headquarters of the 136th Fighter-Interceptor Wing, which is located at Love Field. Thus our position in military aviation is further strengthened.

The city's year-end report on Love Field clearly proves that our faith in our municipal airport is fully justified. Not only did Love Field meet all its expenses and the interest on its bonds, but it met completely the payment on the bonds as well. Furthermore, it showed a profit of \$3,774. This is an accomplishment claimed by no other airport in America. Our hats are off to the city's director of aviation, George P. Coker, for his outstanding achievement.

**JAMES C. BUCKLEY, INC.**, reported the following to the Aviation Committee of the Chamber:

1. Dallas is the nation's outstanding non-resort air traffic generating center. As such, its air transportation needs are best served by originating and terminating schedules rather than by transit schedules.

2. Dallas enjoys a very strong community of inter-

est with many other national cities from coast to coast. It requires and is entitled to direct and adequate air service with such cities.

3. Dallas has a strong community of interest with other regional centers in its trading areas. It requires and is entitled to direct and adequate air service with such other regional centers.

4. Dallas is the focal point in an extensive assembly and distribution area. The local centers in that area have their principal community of interest with Dallas. Dallas requires and is entitled to a local air service pattern which reflects this.

5. There has been little substantial improvement in air service available at Dallas in the last three years as evidenced by the fact that between August, 1949, and May, 1952:

- a. There was no net increase in the number of communities with which Dallas had non-stop air service.
  - b. There were three fewer communities with which Dallas had single-plane limited-stop air service.
  - c. There were only four more communities with which Dallas had single-plane multi-stop air service.
6. Dallas needs new or improved air service with 75 communities in 1952.
7. Dallas needs new competitive air service to seven communities as part of the improvement in its air service required in 1952.

8. On the basis of an analysis of community of interest and other factors between Dallas and 259 communities, Dallas will need new or improved air service with a total of 126 communities during the period 1952-1960, inclusive.

9. The needed improvements in air service at Dallas are long overdue as indicated by the fact that Dallas has needed for more than two years new or improved service with 42 of the 75 communities with which it needs new or improved air service today.

10. About one-third of the required improvements in air service at Dallas can be made by the existing carriers without further authorization from the Civil Aeronautics Board.



**R. C. DOLBIN**

Manager, Dallas Retail Merchants' Association

**T**HE Retail Merchants Division of the Chamber of Commerce has had a very active and progressive program for the year 1952. Retail business in Dallas for the year has shown an increase over 1951, and the retailers have been a great contributing factor in every phase of progress which the city has made in 1952.

This year the Retail Merchants Association sponsored the decorating of downtown streets for the State Fair of Texas and took an active part in promoting Dallas Day and other special days at the State Fair.

The Association has worked closely with the Better Business Bureau to keep business and advertising on a high plane, thus promoting the retail market. The Association's office has worked hand-in-hand with the different government control agencies such as the Office of Price Stabilization and Wage Stabilization Board to assist Dallas retailers in complying with restrictions.

The Association has co-operated with the city's traffic engineers and the City Traffic Commission on downtown traffic conditions which affected the merchants and shoppers alike. Especially was the organization active in helping the City Traffic Commission and the traffic engineer's office establish several one-way streets. The Association is also making an intensive study of off-street parking and other traffic betterment plans which may help find a solution to a very serious downtown parking problem.

The Retail Merchants Association sponsored schools of "Career in Retailing." More than 500 employees from the retail stores attended these schools during the year. Studies were made of retail store operations, buying, merchandising, sales promotion, control, operating procedures and personnel administration. This promotion was one of the most efficient educational programs ever put on by the retailers for the benefit of their employees.

The Association was instrumental in getting the City Council and the Dallas Railway & Terminal Com-

pany to install the shoppers' bus in the downtown area with a fare of five cents. This bus promotion has proven to be beneficial not only to customers in their downtown shopping but also to the retailers.

Last year the Association took an active part in the Christmas street decorations and the Cotton Bowl decorations. The retailers are doing the same this year. Christmas street decorations were installed by Monday, November 17, the official Christmas Season opening date in the downtown area.

The Association has also participated in several smaller civic activities. The retailers have always been willing to co-operate in any promotion for the interest of local civic and national affairs.

The Association serves as a central co-ordinating agency through which Dallas retail merchants can act on matters of common concern. That is why it is taking an active role in trying to solve downtown transportation and parking problems. Because Association members know the very future of downtown retail business depends on adequate transportation and convenient parking facilities.

The Association has also endeavored and has been successful in standardizing schedules of store hours for stores of the same general classification. There can be little question about the value of uniform store hours. They eliminate confusion in the minds of the public and contribute to more cordial employee relations.

In addition, the Association has such specific objectives as keeping its members informed on everything that affects retailing and providing group action when required, serving as a clearing house of information for its members, studying all legislation affecting retail business and consolidating merchants' strength against harmful measures, fostering friendly relations and better understanding among the retail merchants, encouraging and aiding in the maintenance of sound business practice and promoting good public relations to strengthen customer good will.

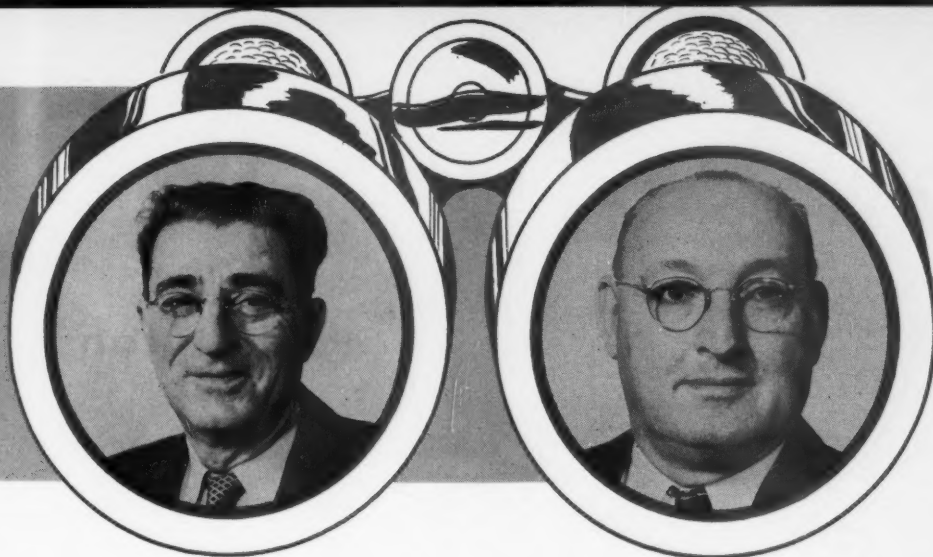
# Transportation

**SAM GOODSTEIN**

Manager, Transportation Department

**F. E. RICE**

Chief Clerk, Right



**T**HIS year has been noted for the carriers' endeavors to secure rate increases on intrastate and interstate traffic and larger boosts in minimum charges on small shipments.

The Southwestern Motor Carriers published a mathematical formula that required the rate multiplied by the weight, plus surcharges ranging from five cents to \$1.00 on small shipments of 480 pounds and under. On recommendation of the transportation committee the Transportation Department, with others, including the Texas Industrial Traffic League, filed a petition with the Interstate Commerce Commission requesting suspension of the proposed minimum charge.

Before the I.C.C. scheduled a hearing the Southwestern Motor Carriers withdrew the proposed mathematical formula but did bring their rates up to or near the rail level and increased the minimum from \$1.40 to \$1.64. This placed their minimum charge on the same level as rail carriers. Both the intrastate motor carriers and the rail lines filed applications with the Railroad Commission of Texas requesting that their rates be brought up to or near the level of the interstate rates. The interstate rates were generally increased by the application of a 15 per cent surcharge.

The transportation department and others appeared before the commission in connection with both applications in an endeavor to dissuade the commission from granting any increases. But the state regulatory body permitted the rail lines and the truck lines to increase their rates by rail 9 per cent and by truck 8 per cent.

The commission denied the intrastate motor carriers their requested minimum charge of \$1.64 but did permit them to increase their minimum charge from \$1.40 to \$1.50. The commission in its order stated that carriers had shown that there had been a general increase in wages of employees as well as material costs. There are now outstanding two proposals by interstate motor carriers and the rail lines to increase the present minimum charge of \$1.64 to \$2.00. On instructions of the transportation committee and individual firms the manager appeared at various hearings before the transportation agencies both in favor

and against proposals that they felt were detrimental to their interests.

In furtherance of the need to keep up with current traffic and transportation matters your manager attended approximately 93 meetings of various organizations such as Texas Industrial Traffic League, Southwestern Industrial Traffic League, National Industrial Traffic League, Southwest Shippers Advisory Board and Southwest Motor Shippers Conference, as well as Industrial Traffic Managers' Association and others.

During the fiscal year incoming and outgoing telephone calls totaled 6,175.

There were 6,211 rates quoted by mail and 4,274 rates by telephone. Tariffs and supplements, which are the tools of the department, required the filing of 25,135 supplements and original tariffs.

Routings were furnished 323 interested parties and general letters as well as letters of information required 78,382 mailings.

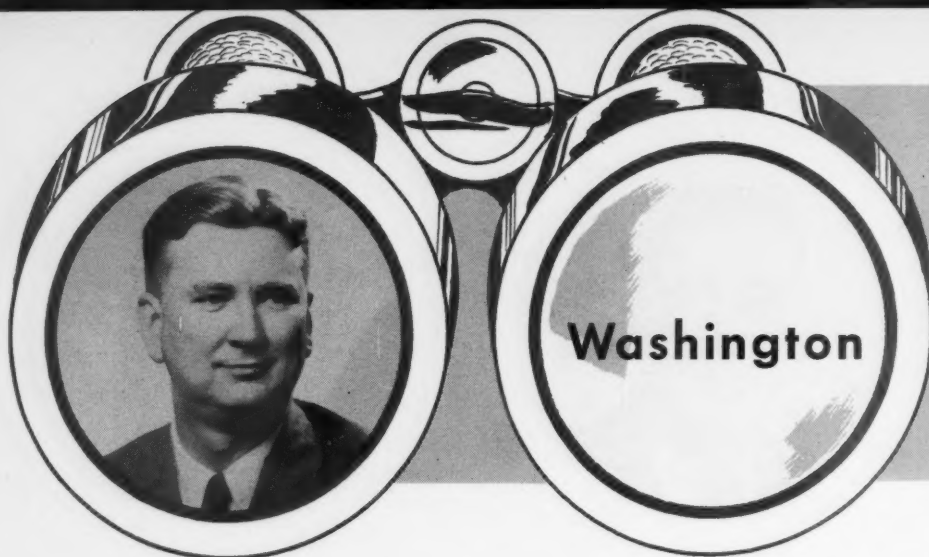
Information other than rates was furnished a total of 643 interested parties.

The department in this fiscal year received 733 visitors and furnished free notary public service on 575 certificates of origin and other documents requiring certification.

A total of 11,523 letters of information proposing changes in rules and regulations were furnished interested parties and 8,199 letters showing disposition carriers made of Southwestern Motor Freight Bureau proposals were mailed out. Information furnished in connection with matters handled by the Texas-Louisiana Freight Bureau amounted to 4,253, and disposition letters on matters of this bureau 2,835.

Information letters pertaining to matters handled by the Southwestern Motor Freight Bureau were mailed to 11,384 interested parties, and disposition advice furnished interested parties on these information letters amounted to 6,190. Common Carriers Motor Freight Association proposals required mailing 7,998 letters to interested parties and to date disposition letters were mailed out to interested parties numbering 5,960.





**DALE MILLER**  
Washington Representative

**T**HIS outpost of the Dallas Chamber of Commerce on the political frontier of the nation's capital experienced another eventful year in 1952. It was a year highlighted by the spectacular presidential campaign, but beneath the exterior of politics the business of government went on without interruption in legislative halls and in the myriad offices of the executive branch of the government.

Congress was responsive to the political campaign year to the extent that it managed to adjourn just before the political conventions, winding up its business early in July for the first time since prior to World War II. Thus, the year passed without action on a tax bill, and Texas and other states, which periodically resist attacks on community property rights and depletion allowances, were afforded a temporary respite from these problems, though indications continue to point to a resumption of these difficulties in future revenue bills.

A duty of the Washington office of the Dallas Chamber, which over the years has consumed so much time and produced such gratifying results, has to do with the promotion and development of the comprehensive Trinity River program; and in 1952 great strides were taken toward its eventual fulfillment. Not only were substantial funds voted by Congress to continue construction on the large Garza-Little Elm Reservoir, but work was virtually completed on the three other major reservoirs in the Dallas-Fort Worth area — Benbrook, Grapevine, and Lavon. The most dramatic achievement of the year on Capitol Hill, however, was the appropriation by Congress of \$1,000,000 to commence construction on the Dallas floodway, climaxing years of persistent and aggressive activity in which the Washington office of the Chamber had some part.

The year was also crucial with respect to the tidelands controversy, and the Washington representative of the Dallas Chamber continued to co-operate actively with other individuals and groups pledged to preserve Texas' historic rights of ownership of its submerged lands. Legislation affirming ownership by the states passed both Houses with substantial majorities,

but failed of enactment because of a Presidential veto. The tidelands crusade will continue in the next session.

The Washington office of the Dallas Chamber manifested an interest in other legislative bills on behalf of the business interests of Dallas, and likewise rendered such services from time to time as procuring copies of hearings and legislative reports, arranging the appearances of witnesses before Congressional committees and assisting in the preparation and editing of testimony, preparing reports for Dallas business leaders on political trends, and so on.

Although the Washington office of the Chamber kept abreast of developments on Capitol Hill, it continued to function predominantly throughout 1952, as in previous years, as a service agency for Dallas businessmen in the complex relationships of their business institutions with various agencies in the executive branch of the government. The Washington representative of the Chamber sought to render a variety of services, such as obtaining and interpreting regulations of various bureaus, expediting consideration of applications for scarce materials and certificates of necessity, securing official data of interest and value to businessmen, and in general assisting businessmen with their governmental problems.

Close contact was maintained with a number of government agencies, such as the Corps of Engineers with respect to flood control problems for the Trinity area, the Civil Aeronautics Board concerning new and improved air service for Dallas, the General Service Administration with reference to office space and requirements for Federal agencies in Dallas, the Department of the Air Force with reference to the proposed Air Force Academy, and many others.

The Washington office of the Chamber undertook throughout the year to render many personal services to Dallas businessmen in Washington. Conversely, many prospective new citizens of Dallas sought assistance from this office during the year, being provided with information on business and living conditions in Dallas. Another function of the Chamber's Washington office was to assist in the promotion of Dallas products in the Washington area.



**ROY JENKINS**  
Manager, Foreign Trade Department

**A**CTIVITIES of the Dallas Chamber of Commerce Foreign Department this past year reflect its constant effort to stimulate and promote the growth of foreign trade.

This was done through its daily association, by correspondence, with various countries of the world who are seeking outlets for their merchandise or the purchase of ours.

The department has disseminated statistics, foreign trade opportunities and catalogues of Dallas manufacturers, wholesalers and suppliers as a source for buyer and seller, and advised local Chamber members and non-members seeking advice on foreign trade. Further, it has provided travel information and requisites for foreign travel — especially to Mexico. Spanish translations are also handled for members.

Foreign visitors are courteously treated and foreign businessmen provided with names and addresses of the suppliers of the products which they desire to purchase. Foreign government consuls and commercial attaches visiting Dallas, whether residing within or outside the United States, are given Dallas statistics, foreign trade outlook and potentialities in the Dallas area, a tour of the city, industrial districts and schools and a view of local living conditions.

Among those assisted this year were an Austrian journalist, an editor of a German export magazine, a doctor and an attorney general from one of the Brazilian states, a Mexican manufacturer of glassware and enamelware, various foreign airline representatives, French and German commercial attaches from New Orleans, Philippines and Japanese consuls, also from New Orleans, and the agent general of the French Tourist Office. A cocktail party was given for the latter as kick-off publicity for Texas Week on the Riviera, conducted last summer at Cannes, France.

The usual Chamber participation in the annual observance of World Trade Week and its activities was co-ordinated by this department.

Developments in world trade are important to Dallas.

United States policy has been opposed to restric-

tions on trade and increasingly devoted to the expansion of trade since 1934. It was during this year the Reciprocal Trade Agreements Program was enacted. The freeing of world trade from such restrictive barriers hitherto imposed has played a great part in the planning of a post-war world, in setting forth the concept of expanding the flow of trade on a non-discriminatory basis as the common objective of the large trading nations.

With the exchange of goods first requiring the availability of these goods, low productivity outside the United States and especially in Western Europe since the end of the war is the most likely reason why there has not been a greater trade expansion. Another reason are those restrictions imposed to aid special monopoly groups which these groups have requested in the form of high tariffs. When our nation and other nations restrict imports at the slightest increase of imports, the possibility of a healthy trade between nations is destroyed, along with any possible trade expansion.

During the war and post-war years, the United States, in proving itself an exporting nation, has necessarily become a creditor nation from the standpoint of foreign investors holding foreign securities; from foreign agencies owing obligations to the United States in excess of \$10 billions, and bearing interest.

To receive these amounts there are three alternatives:

1. By reducing our exports or by accepting defaults on payments on the loans we have made, we can reduce the payment which these foreign countries make to us.
2. We can accept our payment in the form of imports of goods and services.
3. We can continue to meet the balance with grant funds from the public treasury.

Since the second alternative increases competition for the United States consumers' dollar, it would seem best to permit the foreign countries to pay this amount by sending us goods, and since the present percentages supplied by foreign producers are considerably below the pre-war proportions, there is little fear of flooding our markets with foreign goods.



## Financial

**SAM TOBOLOWSKY**  
Business Manager, Business Office

**MRS. VELMA BOSWELL**  
Cashier

**T**HE number one problem facing the Financial Department during the previous two years — collection of dues — remains the number one problem today. This is particularly true of members who have joined during the past two or three years, and who maintain minimum memberships.

To keep this problem under control a closer check has been maintained on membership accounts, the services of an outside part-time representative is used, and various members of the board of directors have co-operated. Through these co-ordinated efforts charge-offs due to nonpayment of dues should not run much more than last year.

The Chamber has no revenue other than from dues. Increased costs, together with the cost of remodeling completed in 1952, have strained the tight budget made at the beginning of the year. Therefore, additional revenue is needed, which will have to come from new members and from increased subscriptions.

The financial department prepares at the end of each year a budget for the following year. This requires a detailed study of current operations and an attempt to anticipate conditions during the next twelve months. A budget must then be prepared to allocate fairly the anticipated revenue in accordance with the finance committee and the board of directors. Income in 1952 will exceed that of 1951 because of increased membership. But present and future expansion plans require still more revenue.

The monthly financial reports reflect the detailed operations of the Chamber so that the officers, directors and members of the finance committee can see at a glance what is happening. These reports contain balance sheets, operating statements of the Chamber and of DALLAS magazine, breakdowns of monthly and cumulative expenditures by departments, and comparisons with the budget similarly broken down.

The financial department keeps all records pertaining to membership accounts and of DALLAS magazine. Advertising in DALLAS magazine is sold on a commission basis and these records are maintained in this department. The buyer's guide, **KEY TO BUYING IN DALLAS**, was again published by the Cham-

ber and its records were also kept in the financial department. In 1951 there were 777 budget, or multiple memberships, and 2,643 minimum memberships. Today there are 794 budget memberships and 2,802 minimum memberships. Dues are payable quarterly, semi-annually or annually, and statements are sent out in accordance with the wishes of the members.

The department serves as the purchasing agency of the Chamber. Supplies are procured from Chamber members only, where possible, and are prorated on the basis of dues subscriptions.

Records pertaining to the debentures of Cosmopolitan Hotel Company of Dallas, Inc., co-operating with Statler Dallas, Inc., were handled in this department and reports required by federal and state agencies concerned were submitted.

Reservations for luncheons and dinners sponsored by the Chamber are handled by this department.

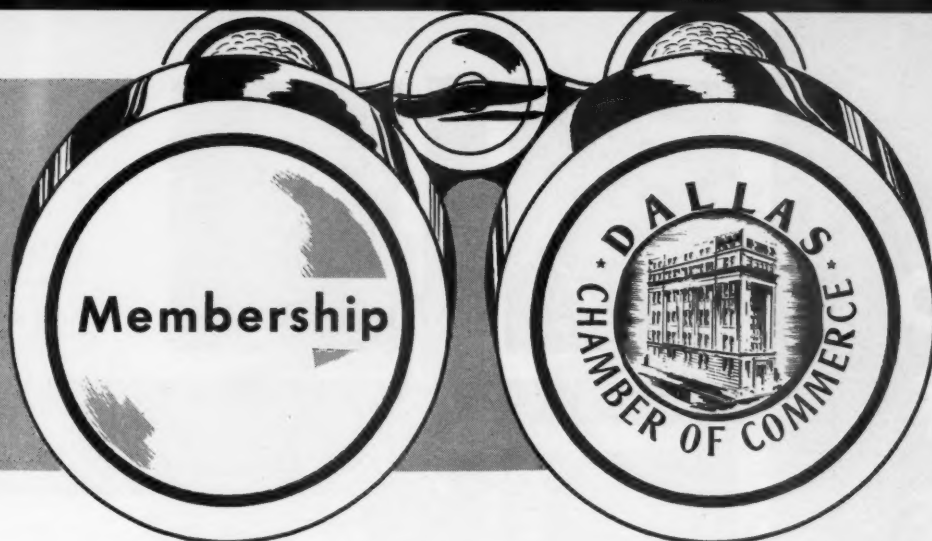
An examination of all financial transactions is made annually by an outside accountant selected by the finance committee and reports submitted on the basis of this examination.

The PBX board and the mailing and printing section operate as a part of the financial department. The PBX board contains 14 trunk lines and 40 station serving the various departments.

No record has been made of incoming and outgoing calls but the operator and relief operators believe that a conservative estimate would exceed 500,000. During the current year the mailing and printing section handled 116,106 pieces of incoming mail and 498,994 pieces of outgoing mail requiring \$9,972.15 in postage. Not included is the mailing of DALLAS magazine, which is handled as bulk and permit mailings. Printing of letters, letterheads, and forms totaled 1,043,305 and addressing of envelopes, cards, etc., on the addressograph machines numbered 509,354. In the department there are a multilith, a graphotype, two addressographs and a postage meter.

Personnel in the financial and general office division are Mrs. Ruby Allen, Mrs. Velma Boswell, Mrs. Nellie Mae Brown, Mrs. Myrtle Costley, Mrs. Juanita Reid and Sam Tobolowsky.





**T**HE Membership Committee of the Dallas Chamber of Commerce is composed of a group of aggressive Dallas businessmen who are anxious and willing to give freely of their time and efforts in helping to develop both new manpower and financial support for the Chamber in order that it may be able to increase its services to Dallas in keeping with the growth of the city.

More new members were added to the Chamber roll in 1952 than in any previous year. A new idea was developed this year which has proven quite successful in attracting new members. This was the "One Day" drive in which the larger business concerns were asked to loan from one to three men to the Chamber for one entire day in which these men would devote the day to soliciting new members for the Chamber. Two-hundred and fifty salesmen reported for this drive, and as a result of their efforts approximately 300 members were added in a single day.

Dallas is growing so rapidly that it is difficult to contact all the new prospects. But by continuous effort, all of them will be given an opportunity to support the Chamber and take an active part in the civic life of our city. By the end of this year the department hopes to have added approximately 1,000 new members in 1952.

The department mailed out 129,453 copies of the Service Bulletin to members this year, which is one of the membership services provided by the Dallas Chamber. Each new firm that appears on the Service Bulletin receives a letter with its copy of the bulletin, welcoming the individual or company to Dallas.

Numerous replies were sent to inquiries received from individuals and companies over the United States, and hundreds of inquiries about Dallas businesses have been answered during the past year by telephone and letter.

The officers and directors of the Dallas Chamber of Commerce wish to express their sincere appreciation to all those who have assisted in the membership activities, and sincerely hope that these men and many

others will take part in all forms of Chamber of Commerce work in 1953.

Members are the most active part of the Chamber's dynamic organization that spearheads Dallas progress and achievement. Every member of the Chamber is helping provide the means for the vital civic leadership that has Dallas functioning at its best.

Membership in the Chamber gives Dallas businessmen a very definite voice in local and national affairs, through their spokesmen, the Chamber.

It also affords businessmen a means of working together, harmoniously and in concert, on tough problems affecting all.

Look around you. If you know someone who is not a member of the Dallas Chamber of Commerce who should be, get him to join.

The Chamber epitomizes a truly free nation. It typifies a way of life which permits citizens to tackle their local problems in their own way, voluntarily putting shoulders together to work those problems out and continue down the road of progress.

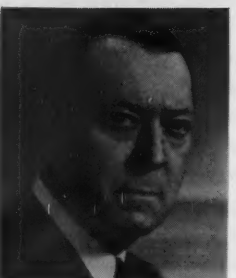
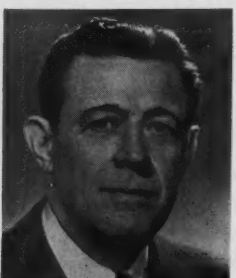
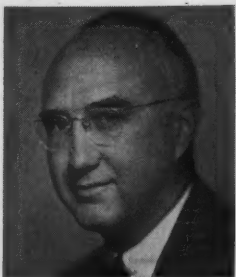
### *New Concerns in 1952*

Manufacturing . . . . .	43
Wholesale Trade . . . . .	116
Merchant Wholesalers . . . . .	54
Sales Branches and Offices . . . . .	46
Agents and Brokers . . . . .	16
Retail Trade . . . . .	138
Finance, Insurance, Real Estate . . . . .	48
Transportation, Communications . . . . .	6
Services . . . . .	111
Construction . . . . .	17
Oil Industry . . . . .	8
Agriculture . . . . .	1
Government . . . . .	1
Miscellaneous . . . . .	4
Total for first 10 months . . . . .	493

# OFFICERS • 1952



Vice President



**GEO. WAVERLEY BRIGGS**  
National Councilor



**J. BEN CRITZ**  
Vice President and General Manager

## DIRECTORS • 1952

AUSTIN F. ALLEN  
JAMES W. ASTON  
T. E. BRANIFF  
MILTON BROWN  
JOHN W. CARPENTER  
MAX CLAMPITT  
LEO F. CORRIGAN  
CLIFTON DENNARD  
JOHN T. HIGGINBOTHAM  
LOUIE KIMPLE  
ARTHUR KRAMER, JR.  
GEORGE L. MacGREGOR  
JUSTIN S. McCARTY  
RUSSELL S. McFARLAND  
JOHN E. MITCHELL, JR.  
L. C. PORTER  
DeWITT T. RAY  
J. C. TENISON

## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

**The Hancock Company**, 1405 Beaumont Street, Dallas, wants to buy items manufactured in this area for distribution to jobbers and retail dealers in every state and Alaska. The company is interested in goods suitable for sale to variety, hardware, jewelry, gift, drug, department and general stores.

**Scovill Manufacturing Company**, 4105 West Chicago Avenue, Chicago 51, Illinois, is seeking a representative in the Southwest for the firm's "Gripper" zipper and other industrial products. Inquiries should be marked for the attention of Howard G. Dunn, district sales manager.

**Kermath Manufacturing Company**, 5890 Commonwealth Avenue, Detroit 8, Michigan, is seeking representation in this area for Kermath Marine Gasoline and Diesel Engines, which range from five to 550 horsepower.

**L. G. Prendergast & Associates**, 251 Kearny Street, San Francisco 8, California, direct factory representatives, want to add two good lines in the building materials and building specialties field.

**The E. C. Brown Company**, 10 Chapin Street, Canandaigua, New York, manufacturer of orchard, garden and household sprayers, is seeking representation of its products in Texas, Arkansas, Mississippi, Oklahoma and Louisiana, preferably from an agent with already established contacts among hardware jobbers and dealers.

**Oil Filter Service Company, Inc.**, 1019 Westlake North, Seattle 5, Washington, wishes to represent Dallas manufacturers in the Northwest and Alaska. The firm has established offices in Tacoma, Spokane and Vancouver and represents products for commercial, industrial and marine outlets.

**Baldwin Electric Company**, 2117 Sylvania Avenue, Toledo 13, Ohio, is seeking a firm or individual to sell and distribute in the Dallas area its automobile safety device known as the "Whitney Brake Signal." Correspondence should be addressed to S. W. Poore.



## Do YOU have a SAFETY PROGRAM?

The costs of Workmen's Compensation claims are going up. This means that Workmen's Compensation Insurance rates must go up, too. The best way to bring costs down and check rising rates is to reduce the number and severity of on-the-job accidents... and here's how you can do this:

- (1) Adopt a well planned Safety Program.
- (2) Assign responsibility for its execution.
- (3) Give Safety instruction to workers.
- (4) Provide safer working conditions.
- (5) Make regular Safety inspections.
- (6) Maintain interest in your program.

Plan YOUR Safety Program and get it started NOW.

## ACCIDENT PREVENTION PAYS

22 SERVICE OFFICES IN TEXAS

ABILENE • AMARILLO • AUSTIN • BEAUMONT  
CORPUS CHRISTI • DALLAS • EL PASO • FORT  
WORTH • FREEPORT • GALVESTON • HARLINGEN  
HOUSTON • LUBBOCK • LUFKIN • MIDLAND  
PORT ARTHUR • SAN ANGELO • SAN ANTONIO  
SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS  
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President



## New Warehouse Building To House Small Concerns

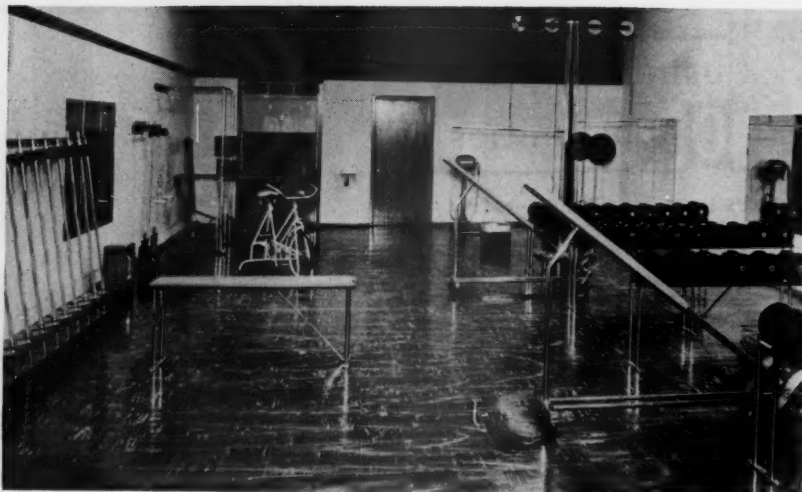
Construction is underway on a 13,500-square-foot building at 143 Farrington Street in the Trinity Industrial District, I. Kaplan and Sol Minzer, co-owners announced.

The one-story brick structure will be broken into five units of 2,700 square feet each designed to provide the most efficient and modern warehouse operation for small businesses.

Each unit will be self-contained, with offices, warehouse, space and recessed doors. Nolan Foster is general contractor. The building will be completed by March 15.

New office manager of the Texas Delivery Warehouse is BYRNE A. SHOFNER. Previously, he was with the Texas Vegetable Oil Company of San Antonio.

Doran Chevrolet, Inc., has announced the promotion of WAYNE ELLETTE to sales manager and W. P. ROGERS to Mr. Ellette's former post as a used-car lot manager.



## New Gym Opened in Dallas

McKenzie's "All America" Gym has been opened this month by Hugh McKenzie and Keith Schollander, co-owners, at 2010 Commerce Street. Facilities and services in the Martin-equipped gym include a steam bath, Solarium, bar bells, bicycle, vibrator and massage. Mr. McKenzie, formerly of Los Angeles, California, is the instructor who plans the program for losing or gaining weight. Mr. Schollander, formerly of Fargo, North Dakota, said that the present facilities are complete for men and future plans include classes for women. Memberships may be obtained for six or eight months or one year, although membership is not necessary for gym training.

# long term mortgage loans


- ★ FHA
- ★ STRAIGHT GI
- ★ CONVENTIONAL

## residential income properties

## American

INVESTMENT

A LEADER IN



ASTRY

## General

CORPORATION

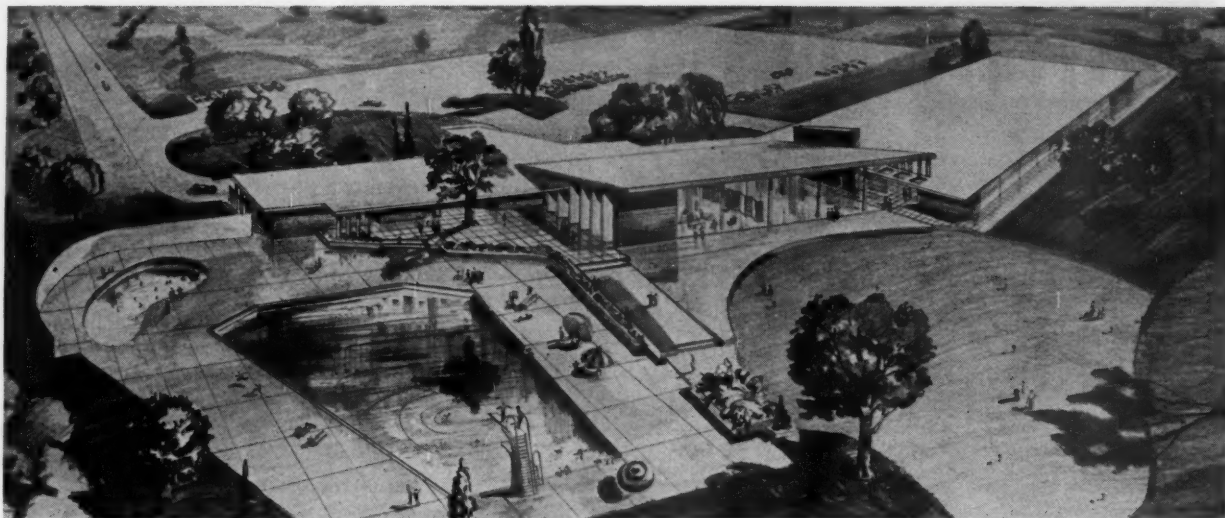
Dallas

Texas

MORTGAGE BANKERS

LIFE OF AMERICA BUILDING

PHONE PR-6361



### D.A.C. Approves New Country Club

Dallas Athletic Club members have given the go-ahead to the development of an \$874,000 country club on a 350-acre site northwest of Dallas. The new club will include two golf courses, a large swimming pool, a putting course, tennis courts, riding trails and a 20,000-square-foot clubhouse. It will be financed by a \$4 monthly increase in dues from

D.A.C.'s 3,500 members. Construction of the new club will mean that the D.A.C.'s present Glen Lakes Club will be replaced. Site for the new club is part of the Chapman Ranch. Three dams are planned for Long Branch Creek, which splits the property, to form three small lakes. The site, only 2,000 feet from city limits, will be a 20-minute drive from downtown.

**New Services.** A new firm specializing in executive secretarial, stenographic, mailing and business analysis services has been opened in suite 210 at 1330 North Industrial Boulevard. The firm carries the title of H. Webb & Associates.

**Appointed Tire Distributor.** Jack Wertheimer Tire Company at 3613 Live Oak Street has been designated distributor for the U. S. Royal line of tires and tubes. Mr. Wertheimer has been in the tire business in Dallas since 1938.

**Furniture Store Opens.** Arrow Furniture Company has opened for business at 5319 Ross Avenue. Martin W. Schwetzmann, owner, has managed the furniture departments of two Dallas stores during his six years in the furniture business.

**Opens Camera Mart.** Robert Hauser, a veteran of 22 years in the camera business, has announced opening of the Texas Camera Mart at 1411 Commerce.

**Opens Branch Office.** A new Southwest branch office has been opened at 2022 Farrington Street by the Technifax Corporation of Holyoke, Massachusetts, manufacturer and distributor of technical facsimile materials.

**Company's Changes.** Charles M. Ricker has announced a new name and address of his office supply firm, now the Triple Town Office Supply at 5222 West Lovers Lane.



"Been up thar since the cyclone last May — Reckon I'll hafta Rent a Fork Lift Truck from TEXAS DELIVERY"

### MATERIAL HANDLING EQUIPMENT FOR RENT OR SALE

- MECHANICAL HAND LIFTS
- INDUSTRIAL TRAILERS
- PORTABLE ELEVATORS
- ROLLER CONVEYORS
- FORK LIFT TRUCKS
- KARRY KRANES
- HOISTS and JACKS

**RA-8411**

920 S. LAMAR



# BUILD the Modern Way

**DELIVERED Ready Mixed ... Right to Your Job ... On-Time**



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**WAMIX**  
INCORPORATED

**CENTRAL MIXED  
CONCRETE**

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## KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS AND MANUFACTURERS

**of CUSTOM MADE and  
UNITIZED STORE FIXTURES**

*Immediate Delivery — Remodernize Now*

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*Here is Good News for...*

## MANUFACTURERS' REPRESENTATIVES AND DISTRIBUTORS ★ ★ ★ ★ ★

Of special interest to Manufacturers' Agents, Distributors and others are the 40,000 square feet of space that have been added at 1108 Jackson. This space adjoins our present location in the 2nd Unit of the Santa Fe Building. It represents the ultimate in modern, conveniently located, especially designed space for those desiring office, display and warehouse space ALL UNDER ONE ROOF. Available with or without air conditioning and regular office building service. Call RA-7111!

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C. E. Bradley  
Vice-President

R. M. Waskem  
Sec'y-Treas.

**Dallas Transfer  
AND TERMINAL  
WAREHOUSE CO.**

**2ND UNIT SANTA FE BLDG.**



## Foreign

**EDITOR'S NOTE:** Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

**52IK/AJL. Spain.** Established exporters of olive oil would like to contact firms interested in their products.

**52JK/RNC. Norway.** Oslo firm is interested in Dallas companies who would like to import giftware, novelties and souvenirs from Norway.

**52JK/EGN. Mexico.** Monterrey firm wishes to buy a stock of cast iron griddles for hotel gas stoves that have been released by the government as war surplus.

**52IK/GR. Canada.** Toronto company is preparing to introduce a nylon shopping bag, already being shown in Europe, to the United States market. The company would like to contact local wholesale dealers and department stores interested in this article.

**52IK/B. Italy.** Torino factory agent offers to this area Italian broomcorn, broom and accordions.

**52IK/CM. Mexico.** Individual would like to contact firms interested in buying sisal products, as binder twine, ply goods, and rope.

**52IK/MS. Japan.** Tokyo firm wishes to introduce in this area a specially prepared paint for rust-prevention inside gasoline drums.

**52IK/R. Belgium.** Mill representative of steel and brass wood screws, steel machine screws, stove bolts and other similar products are interested in securing outlets in this area for the manufacturer.

**52IK/TE. Mexico.** Upholstery material factory would like to purchase two to four used looms.

**52IK/MIC. Japan.** Import company has wide contacts and offers for export to this area such articles as field and opera glasses, cameras, fishing tackle, glass and china ware, toys and bamboo ware.

ARTHUR E. POSTEL has been named municipal bond representative in East Texas by the investment firm of Henry-Seay & Company. Prior to his present post, Mr. Postel was assistant city engineer of Burlingame, California.



# PRIME CONTRACTORS

FOR THE



Mc DONNELL  
F 3 H

DEMON

TEMCO has again demonstrated its ability as a first line aircraft company to meet the nation's aviation needs. TEMCO has been selected as a prime contractor to produce the sweptwing McDonnell F3H DEMON.

The DEMON, a high speed jet fighter, will serve as a major replacement for current Navy operational carrier fighters. Powered by a Westinghouse turbojet engine, the DEMON now is being readied for production at TEMCO and will soon be adding a new measure of fighting strength to America's air defense.



DALLAS, TEXAS

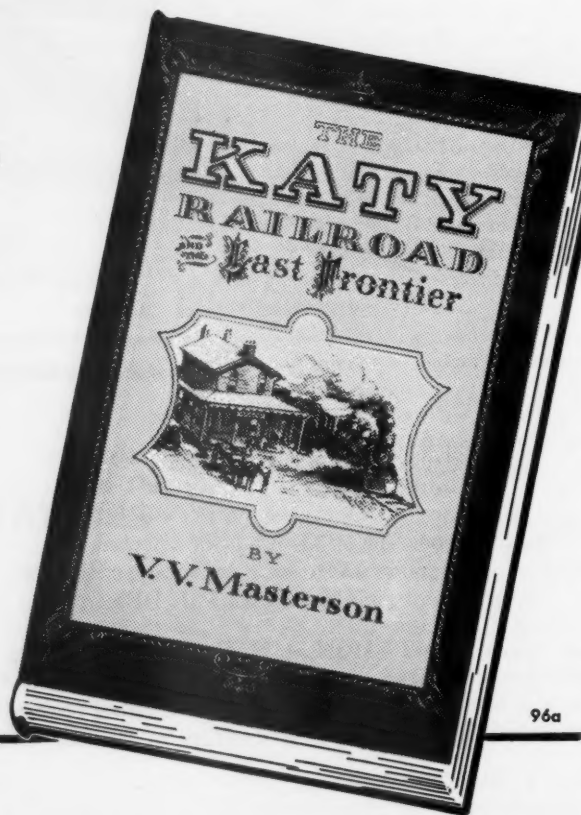
*Surprise Hit of the Year!*

# THE KATY RAILROAD AND THE LAST FRONTIER

*Fascinating new true-to-life Southwest railroad  
saga... written from the official records...  
reads like exciting fiction.*

Read the behind-the-scenes account of Katy's race to the northern boundary of the Indian Territory in 1870, its plunge through the lands of the Five Civilized Tribes into Texas, and the linking of St. Louis with the Gulf.

Here's the real story of an aggressive young railroad, built at breakneck speed into the Southwestern Indian country, the rich trade of the Texas Trail at stake; the battle for townsite spoils; bandits, riffraff, and daring defenders of law and order; and, finally, the rise of cities and a new civilization.



96a

"... the story of the Missouri, Kansas and Texas (Katy) Railroad, and V. V. Masterson tells it with dramatic skill..."  
—*The New York Times Book Review*

"... recounts vividly the story of the road's progress from shortly after the Civil War until the present..."  
—*The Kansas City Star*

"... a gem in its field... not a corporate record, specializing in accounts of stockholders meetings, but a gripping tale of the rough and tough days that went with opening of Indian Territory."  
—*St. Louis Post-Dispatch*

**IDEAL GIFT...** At bookstores from coast to coast (\$4.) or from the publisher: University of Oklahoma Press, Norman, Okla.



### Southwestern Bell Names New Line-Up

Changes in top administrative posts for the Texas area of the Southwestern Bell Telephone Company have been announced by W. L. Prehn, general manager. Tom B. Kelley, center, has been named Texas general plant manager, succeeding S. P. Martin, a veteran of 39 years' service, who is retiring. Ben Smith, left, will succeed Mr. Kelley as assistant general manager of operations. W. L. Lindholm, right, former Southwest division manager at San Antonio, has been appointed general commercial manager. Other appointments include H. I. McCall to special assignment duties in the accounting department, R. E. Parker to auditor of receipts for the Northeast division and Leonard B. Izard to the new post of district traffic superintendent, Dallas Toll Unit II.

### Three Dallas Bankers Win High A.B.A. Posts

Three Dallas bank presidents have been appointed to important posts in the American Bankers Association, according to an announcement by W. Harold Brenton, A.B.A. president.

Fred F. Florence of the Republic National Bank was chosen to serve as chairman of the association's credit policy committee.

Ben H. Wooten, president of the Dallas Chamber of Commerce and president of the First National Bank in Dallas, was named a member of the A.B.A. executive council and the group's executive committee.

DeWitt Ray of the National City Bank was appointed a member of the A.B.A. taxation committee.

**Sales Office Opens.** Rockwood & Company, New York City chocolate manufacturer, has set up a Texas-Oklahoma sales office at 318 Cadiz. Office manager is C. Dale Fox.

**Oil Group Moves.** The Journal of Petroleum Technology and the petroleum branch of the American Institute of Mining and Metallurgical Engineers has moved from the Trinity Universal Building to the Fidelity Union Building.

### City Negotiates Expansion With Southwest Airmotive

Plans for the building of new engine overhaul shops for the Southwest Airmotive Company are being discussed by city and company officials.

Dallas City Council asked City Manager Elgin Crull to check into the growing firm's needs. Under council plans, the city would issue revenue bonds, which would be paid off by Southwest Airmotive over a ten-and-a-half-year period. The building would become the property of the city, but would be used by the firm at its Love Field headquarters.

Mr. Crull indicated the firm needs the new building to handle a defense contract.

**Kitchen Firm Established.** Holiday Kitchens, a kitchen planning and remodeling concern, has opened at 3009 Gaston Avenue under the ownership of Bill Dicks and Tom Fillman. The firm will feature Youngstown kitchens.

**Turkish Bazaar.** A. Harris & Company has opened a Turkish Bazaar in the department store's fifth floor gift shop. Ceramics in brass, copper and crockery as well as Turkish rugs are offered.

Kenneth isn't a  
*Kibitzer!*



He just doesn't have  
"Continuous Vision"

When your vision is interrupted—when you're forced to adopt unnatural head positions in your effort to see clearly—you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see *youthfully*—and look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames.

"The Prescription House for the  
Eye Physician"

**SYLVESTER'S**  
*Dispensing Opticians*

Phone RA-6968

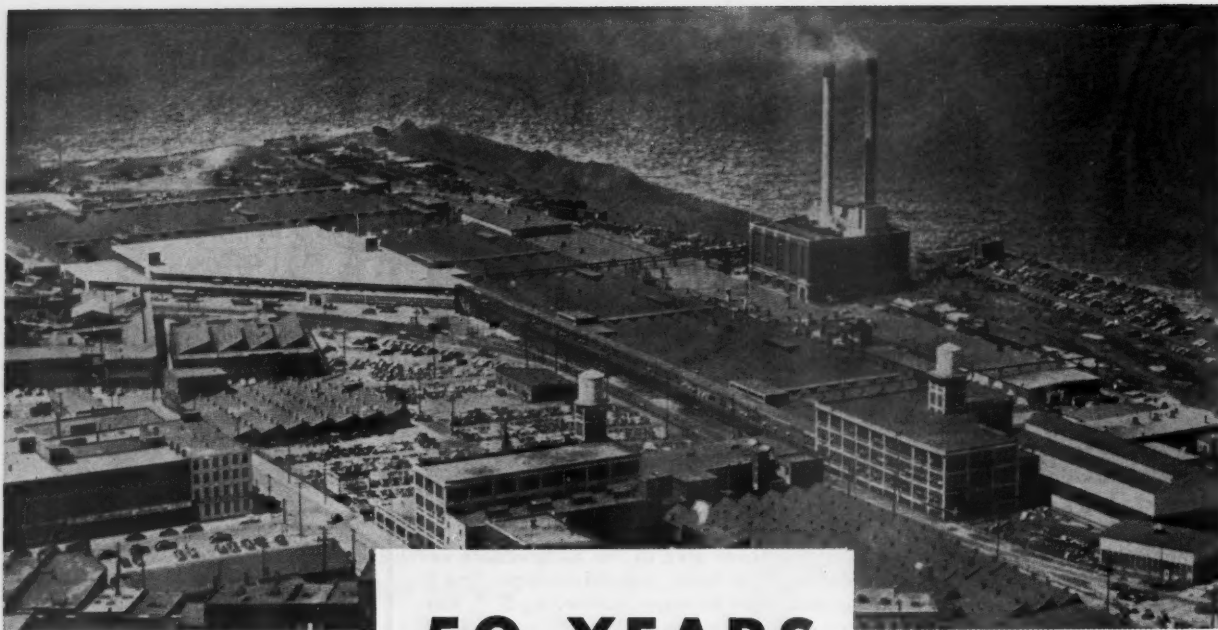
308 Medical Arts Building Dallas



George M. **STUART**  
*florist*

1422 Commerce St. RAndolph 5175





*This Trade-Mark is*  
**Recognized and**  
**Respected**  
**WHEREVER ENGINES**  
**ARE USED**



## 50 YEARS OF SERVICE

CONTINENTAL MOTORS CORP.  
 MUSKEGON, MICH.

A half-century that spans the development of internal combustion power on land, sea and air. Through the years — Continental Red Seal has pioneered new standards of performance — First in the automotive field — later in industrial, marine and aircraft engines. Today — Continental research and precision manufacturing are serving the Nation in defense and developing new and better power plants for the aircraft industry and for modern industrial and agricultural requirements.

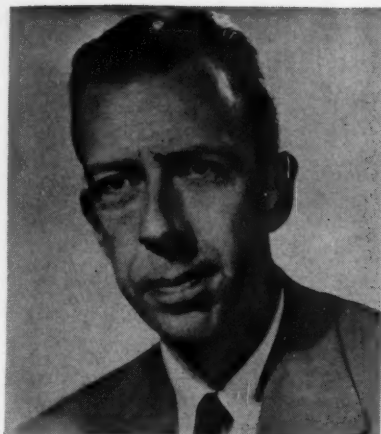
***Continental Motors Corporation***

6218 CEDAR SPRINGS

— DALLAS —

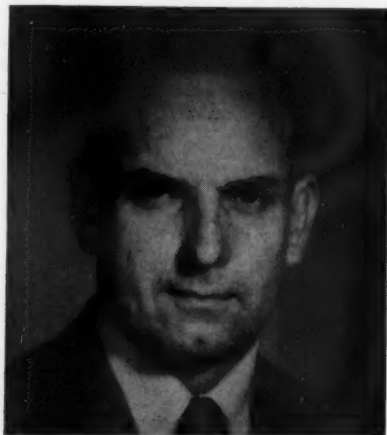
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#### Volk Officer

L. E. Langston, Jr., was recently named a vice president of Volk Bros. Company, according to an announcement by President Harold F. Volk. A graduate of Texas Christian University and the University of California, Mr. Langston joined the Volk organization in 1936. Three years later he was named assistant to the president, a post he has held since except for 42 months with the Air Force in World War II.



#### Joins Bank

Leonard R. Kimsey, formerly of the editorial department of the *Daily Times Herald*, has been appointed to the Republic National Bank of Dallas public relations staff headed by Vice President George J. Watts. Mr. Kimsey served stints on the *Times Herald* rewrite and copy desks in addition to doing general reportorial work. In the U. S. Navy during World War II he was a chief fire controlman on a cruiser in the Pacific. Mr. Kimsey is a native of Belton, Texas, and attended Texas A. & M. College and Dallas College of Southern Methodist University.



"Ma'am, he says he's not going to give it up 'til his board of directors approves his recommendation to let Henson print the 1952 Annual Report."

Annual Reports produced by William S. Henson, Inc., won national "Merit Awards" for seven Dallas business and industrial firms this year. Included was one "Oscar," the highest award. This top recognition of excellence was adjudged by "Financial World," business magazine which each year conducts a competition to select the best annual reports in the United States. Winners produced by Henson were the 1951 Annual Reports of Employers Casualty Company, Dresser Industries,\* Delhi Oil Company, The First National Bank in Dallas, Texas Power & Light Company, Texas Utilities Company, and Browning-Ferris Machinery Company.

This was the seventh consecutive year in which Henson-printed annual reports won national awards. No other printer in the nation produced so many merit awards in 1951.

\*"Oscar" winner.

for prestige printing



ra-6841 • WILLIAM S. HENSON, INC.

FOR THE **29TH**  
**YEAR**

We Wish Our Friends  
and Customers

*Merry*  
*Christmas*  
AND A PROSPEROUS  
*New Year*



*The House of*  
*Mortgage Loan*  
*Service*

Commercial and Industrial Building Loans.  
Residential, Conventional and F.H.A.

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& MORTGAGE CO.**

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AUBREY M. COSTA

President

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INSPECTIONS, COMMITMENTS on  
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RA-7362  
ST-1604



### New Advertising Agency Formed

Looking over accounts of their new agency are Frank Wilson, left, and Dennis Matlock who have formed the Matlock-Wilson Advertising. Their office is located at 2603 Fairmount Street. Mr. Matlock formerly operated an agency at 1901 Ross Avenue. He is a native of Dallas and has about five years of experience in the advertising field. He is president of the Dallas graduate chapter of Alpha Delta Sigma, professional advertising fraternity, and is a member of the Dallas Junior Chamber of Commerce. Mr. Wilson is an art and production specialist with seven years of experience in his field. He belongs to Alpha Delta Sigma and the Advertising Artists' Association of Dallas.

### John W. Porter Opens New Chevrolet Outlet

John W. Porter, former Chevrolet dealer at Munday, has established the Porter Chevrolet Company at 5528 Mockingbird Lane.

The company is the sixth Chevrolet retail outlet in Dallas and will operate a full dealership including sales, service and parts and accessories merchandising for passenger cars and trucks.

Associated with Mr. Porter is Frank Late, a San Angelo automobile dealer.

Mr. Porter is a native of Illinois and has been in the automobile business most of the 15 years he has been in Texas. He was a lieutenant-colonel in the Air Force during World War II.

**New Real Estate Firm.** Mrs. Martha Carlson has organized a real estate firm at 6621 Snider Plaza specializing in residential property in the Park Cities and adjacent areas. A lifelong resident of Dallas, Mrs. Carlson had extensive real estate experience representing other agencies prior to organizing her own.

### Junior Chamber Seeks 'Man of Year'

Members of the Dallas Junior Chamber of Commerce are seeking to find Dallas' most outstanding young man for 1952.

Roger Reynolds, Jaycee president, said annual presentation of the Distinguished Service Award will be made January 14 at the Adolphus Hotel.

Dallasites have been requested to submit their nominations for the honor by mail to P.O. Box 2967. Final entry date is January 3 and all entries must include the nominee's name, address, business occupation and synopsis of qualifications for the award. Nominee must be between the ages of 21 and 36, residents of Dallas County and a civilian.

**Handles Promotion.** E. I. Jones Company, 4332 Fairfax, will handle promotion, distribution and sales in a six-state area for Quiet Heat Manufacturing Company of Newark, New Jersey, producer of room air conditioners.





#### Heads Insurance Institute

Travis T. Wallace, president of the Great American Reserve Insurance Company of Dallas, has been re-elected president of the Institute of Insurance Marketing at Southern Methodist University. Others chosen were Bert Jaqua, vice president and institute director; Ford Munnerlyn, vice president; L. Mortimer Buckley, secretary-treasurer; Vernon Singleton, executive committee chairman; O. Sam Cummings, vice chairman; L. H. Fleck and S. J. Hay, executive committeemen, and M. Allen Anderson, Joe Woodward, Ned King, Clarence Skelton and Kenneth Skinner, trustees.



#### Joins Appliance Firm

Guy Rutherford has been named DuMont products manager of the Bock Corporation. In this position, he will handle DuMont television set distribution in the Dallas area. The Bock Corporation also distributes Carrier air conditioning equipment. Before joining Bock, Mr. Rutherford was for five years buyer and department manager of major appliances at Sanger Brothers.

# COULD YOU SPEAK TONIGHT

**WITH CONFIDENCE,  
CLARITY AND SELF  
ASSURANCE...?**

Without warning, you are called to speak before a group of your friends or business associates. Would you face them with ease and confidence or beg off... because you are afraid? Now is the time to conquer fear.

## Successful Men and Women Often Lack Self-Confidence...

Doctors, lawyers, business leaders, educators and many other men and women who have made outstanding advancements in their fields, quake with fear when asked to say a few words before a small audience.



## I Can give you SELF-CONFIDENCE!

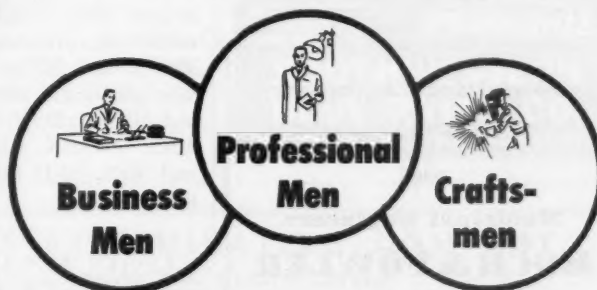


E. C. HOUSE  
Director General

Effective speaking is the first step to conquering fear. Our course goes beyond a speech class. We develop a positive attitude in thinking. Learn to face impossible problems with a smile on your face and a smile in your voice. Get to know yourself. Then and only then, can you achieve self confidence. I have trained thousands of men and women. I can help you, too!

#### A TYPICAL CLASS INCLUDES:

**ENROLL  
NOW!**



Telephone me at PRospect 0945 for further information on our 15-week course of instruction. Classes meet once a week for a three-hour evening session starting at 7 o'clock.

**\$86** for entire course, including all books, if paid in installments.

**\$76** if paid in full when enrolled.

**Personal Efficiency Institute**

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*A Texas Institution*

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baited with  
special  
merchandising  
"hooks"

make it easier  
to land  
BIG orders.

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Business and Industrial  
Real Estate  
Sales—Leases—Loans—Appraisals  
**HENRY S. MILLER CO.**  
Realtors  
Southland Life Bldg.—Dallas—Phone RI-9171

## Presbyterian Book Store



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DALLAS  
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Consulting Engineers  
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and  
Municipal Engineers  
**KOCH & FOWLER**  
JU-0586

3900 Lemmon Ave. Dallas

**S. J. NADEL**  
AND ASSOCIATES  
Employee Benefit Plan Consultants  
604 Tower Petroleum Building  
Telephone RI-9454



### Two Join McMath-Axilrod Corporation

Joining McMath-Axilrod Corporation, Jim Preston, left, is the newly appointed factory manager and Tom Cannon is in charge of pattern making and layout. Receiving his basic education in his native Liverpool, England, Mr. Preston is former production engineer for the Radio Corporation of America, industrial engineer for Gilbert Associates of New York and Washington, D. C., and manufacturing technician as assistant to the president of International Brotherhood of Electrical Workers, Washington, D. C. Mr. Cannon served four years in the Air Force. Following his service he re-established his place in the electrical advertising business with a prominent West Coast sign manufacturer. Other promotions include J. B. McMath, Jr., former factory manager elected vice president in charge of sales to the neon sign industry; G. Walter Gray, chief engineer elected vice president in charge of engineering, and V. P. Chandler, designing and sales engineer promoted to manager of the architectural sales.

New president of the Dallas Girl Scout Council is MRS. MARGARET BRAND SMITH. Other officers named include MRS. JORDAN OWNBY, executive vice president; MRS. JAY SIMMONS and MRS. J. A. WILLIAMS, vice presidents; MRS. LOUIS BLAIZE and MRS. J. D. PERKINS, secretaries; MRS. FRANK CROSSEN, treasurer, and MRS. NED FRITZ, finance chairman.

LESTER M. LANDMAN has been named to head A. Harris & Company's millinery division, replacing SEYMOUR BERNAT, who was named to manage the company's newly created merchandise division.

OLIVER BLACK, manager of Hall-Page Tire, Inc., 1706 Ross Avenue, has announced that the Dallas concern has been named distributors for the Armstrong Tire and Rubber Company.

Two Dallas geophysicists have been named candidates for the 1953-54 officer slate of the Society of Exploration Geophysicists. They are KENNETH E. BURG, vice president of Geophysical Service, Inc., for president, and DR. MILTON B. DOBRIN, research physicists for Magnolia Petroleum Company, for a two-year term as editor.

New York Life Insurance Company has named DAVID A. COVINGTON manager of its Dallas branch to succeed W. EARL MANNING, JR., who has been promoted to the St. Louis, Missouri, branch.

R. G. (BOB) WEMPLE, former air mail pilot, autogiro test pilot and commercial charter pilot, has been appointed sales representative for Riley Aircraft Company, distributors of the de Havilland Dove.



#### Public Relations Director

Harrison Wood is vice president in charge of public relations for the Red Ball Motor Freight, Inc. He is a former correspondent and wrote a two-year series of coast-to-coast broadcasts for Freuhauf Trailer Company and combined institutional advertising with an analysis of current news.



#### Builders' President

George Bock, general contractor, has been named president of the Dallas County Construction Employers Association. Other officers and directors are Bert Speed, re-elected vice president; Oscar Wortham, secretary-treasurer; G. Paul O'Rourke, Jr., Henry Martyn, Jr., I. V. Beck, Joe Balisteri and E. G. Peterson, directors. Julian Capers, Jr., is association manager.

W. A. Green Company has promoted LLOYD G. HILL to manager and buyer of the bedding and linen department and MRS. A. M. EDELMAN to piece goods and merchandise manager and buyer. CHARLES F. WATSON has been named shoe salon buyer-manager, with HARRY M. NORWOOD as assistant manager.



#### Heads Police Group

Newly named president of the F.B.I. National Academy Associates of Texas is Forrest Keene, University Park police chief. The group includes graduates of the F.B.I. Academy. The new group of law enforcement officers, who are graduates of the Federal Bureau of Investigation's National Academy, chartered the new organization at the time of the election. Mr. Keene will serve as president for one year. Paul H. Ashenhurst was elected third vice president, Jess. Lee Carriker, a director, and Ernest A. Littlefield, historian.

Dallas' JUDGE SARAH T. HUGHES, immediate past president of the National Federation of Business and Professional Women's Clubs, is one of seven newly appointed members to the U. S. National Commission for the United Nations Educational, Scientific and Cultural Organization.

New sales supervisor in the Dallas branch of Remington Rand, Inc., is M. R. PARKS. He succeeds GEORGE ATKINSON, now assistant branch manager of Denver, Colorado.

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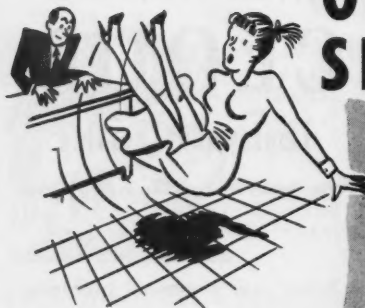
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Illustrated on the right is a good example of what happens when several carbon copies are required using standard carbon sheets. This sample was made under ideal conditions — using a new typewriter, good grade bond paper and special care in inserting carbons to avoid slippage.

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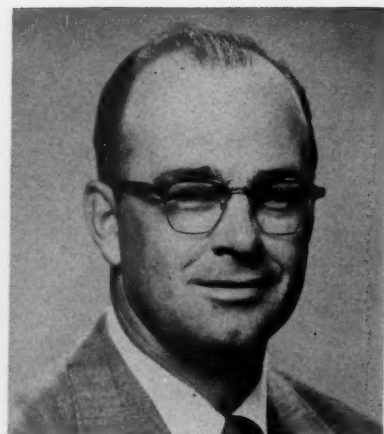
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### Leads Architects

J. Herschel Fisher is new president of the Dallas' chapter of the American Institute of Architects, succeeding Terrell R. Harper. A native of Greenville, he is a graduate of the University of Texas and received his Master of Architecture degree from Massachusetts of Technology.



### Heads Insurance Department

Glenn M. Brooks has been named manager of the accident and health department of the Southland Life Insurance Company, as part of the firm's expansion program in this field. A native of Dallas, Mr. Brooks formerly was supervising assistant manager of the North Texas area for Travelers Insurance Company. Much of his past experience has been in the health and accident line.

1 1 1

W. W. OVERTON, JR., chairman of the board of Texas Bank & Trust Company, has been elected a member of the National Industrial Conference Board, which studies facts and figures bearing on all aspects of economic life and business expansion.



## Mildred McCool

By Joseph Sterne

**P**OWDER blue, aqua, kelly green and orchid colored western straw hats are going to be atop a good part of the male population next summer.

That's not all: orange, rust, spice, gray, chamois, Nile green and maroon western straws will also be on sale.

You can blame/praise (take your pick) this new hat revolution on a smart, friendly Dallas businesswoman named Mildred McCool, merchandising manager of the Davis Hat Company.

Mrs. McCool doubts if a mere man could ever have dreamed up something like a brightly colored western straw. "Especially a hatter," she says. "Why, there's nothing as conservative as a life-long hatter."

If this is true, then Mrs. McCool had a virtual monopoly on the innovation. Her boss, Henry Willard, says she is the

only woman buyer for a man's wholesale specialty house in the nation.

Mrs. McCool's technicolor inspiration came to her two years ago when she was trying to think up something to get the jump on her competitors.

Colored fur felt hats—western style—were inching into the market. Why not straw hats?

The hatress (to coin a word) was rebuffed by one manufacturer after the other until the president of a St. Louis hat company decided to try her idea.

Last year, while the trade watched nervously, Mrs. McCool brought out gold, green, aqua and orchid western straw hats. They clicked instantly in the low-price (\$1.98 to \$5) hat field; by the end of the season were outselling natural colored Davis westerns.

To keep ahead of the game, she is in-

roducing more colors and a new western block for the 1953 season.

"Personally," she muses, "I like conventional hats better than western. But there's no getting around the fact that western hats are typically, completely American. Three years ago our conventionals outsold our westerns four-to-one. Now the ratio is reversed.

Mrs. McCool's pace of one-new-gimmick-a-year indicates she has come into her own in a tough, competitive field. She handles marketing for all the company's straw and wool hats, sport caps and jackets, and buys material for caps that Davis manufactures.

Well known about Dallas, Mrs. McCool is a former Zonta Club president and works actively in the group's West Dallas Community House.

The youngest of seven children, Mildred was born in upstate New York, moved to Johnson City, Tennessee, at the age of nine. She was an expert debater in high school and college—one time arguing on states' rights minutes after spraining an ankle.

In her third year of college, Mildred quit to marry the late John Willard. The couple came to Dallas so Mr. Willard could take a job with Davis Hat. Mildred recently was married to John McCool of Davis Hat Company.

As a Dallas housewife, she focused her attention on raising two daughters and building her collection of first edition novels. A business career was never considered.

But in 1939, with her husband ill, it became necessary for her to get a job. She went down to Davis Hat and on "sheer unadulterated gall" landed a secretarial job in the merchandising office.

Mrs. McCool soon learned the fundamentals of the hat business. In 1942, the merchandising manager left and she saw her chance. She cornered Henry Willard and Reuben Tobolowsky, secretary-treasurer of the firm, and asked for the position.

"I was dead dog sure I could do the job," she recalls.

Mr. Willard never regretted his choice. Recently he gave her probably the best tribute he knows: "Mildred is a real hatter."


Like any good hatter, Mrs. McCool shudders at the thought of a man exposing his bare, unprotected cranium to the elements.

In fact, one salesman for a textile house invariably arrives in town hatless and invariably stops to buy a new fedora before appearing at Mrs. McCool's desk.


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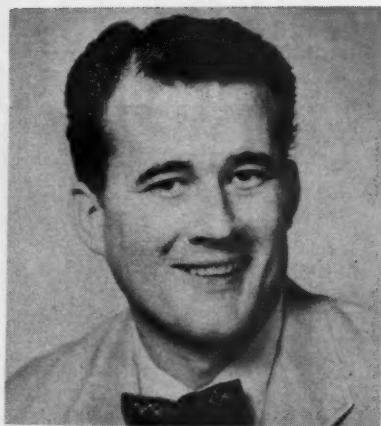


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### Enters Free-lance Field

Jack Gwyn, former staff member of KRLD-AM-FM-TV, has taken up free-lance announcing and master of ceremonies work in the Dallas-Fort Worth area. He has started radio and television work on various stations and is recording film commercials. Mr. Gwyn's office are at 2732 Dutton Drive.

Newly elected president of Dallas' Charge-Plate Stores is R. E. Hill of the W. A. Green & Company. Other officers include J. E. WILLIS, vice president, and J. E. R. CHILTON, JR., secretary-treasurer. Directors are FRED C. MARTH, H. M. TOBOLOWSKY, W. F. COFER, CLAUDE WALKER, HOWARD NATION and R. A. JACKSON.

E. E. BOONE, Dallas printer, has been elected president and LYLE WHITE, also of Dallas, has been elected secretary-treasurer, of the Texas Pre Cancel Club, a stamp collectors organization.

Newly appointed head of the millinery division of A. Harris & Company is LESTER M. LANDMAN, former vice president of another firm, in charge of merchandising.

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No. 6	1312 Pacific Ave.
No. 7	1008 Jackson St.
No. 8	1010 Wood St.
No. 9	1509 Bryan St.
No. 11	1407 Patterson St.
No. 12	1405 Pacific Ave.
No. 13	2038 Jackson St.
No. 14	1408 Pacific Ave.
No. 15	1906 Commerce St.
No. 16	501 N. Akard St.
No. 17	1417 Young St.
No. 19	515 S. Akard St.
No. 20	1313 Pacific Ave.
No. 22	416 S. Akard St.
No. 23	1102 Young St.
No. 25	2008 Live Oak St.
No. 26	503 N. Field St.
No. 27	2014 Main St.
No. 28	2001 Main St.
No. 29	1015 Main St.
No. 30	2015 Bryan St.
No. 31	312 S. Pearl St.
No. 32	308 N. St. Paul St.
No. 33	427 N. Harwood St.
No. 34	611 Jackson St.
No. 35	1918 N. Akard St.
No. 36	510 N. St. Paul St.
No. 37	1503 Ross Ave.
No. 39	2008 Commerce St.
No. 40	1417 Camp St.
No. 41	811 Hall St.
No. 42	1701 Young St.
No. 43	610 Young St.
No. 44	1927 Commerce St.

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#### Heads Mart

J. B. Ragland was recently named president of the Dallas Merchandise Mart, Inc., by the company's board of directors. The firm has acquired the former Butler Brothers Building at Young and South Ervay streets. C. R. Swiger, Jr., was appointed building manager. The board also announced that 16 southwestern sales representatives for 53 national lines of children's wear had signed contracts to establish salesrooms in the building.



#### News Group President

Allen Duckworth, state editor of the *Dallas Morning News*, has been re-elected president of the Dallas professional chapter of Sigma Delta Chi, honorary journalism fraternity. Other new officers are Frank Langston, Horace Ainsworth and Douglas Meador, vice presidents; Meno Schoenbach, treasurer; Jack Johnson, secretary, and Ray Zauber, Jack Kemp and John Sidney Smith, directors.

1 1 1

New manager of the National Credit Clothiers Store in Dallas is ROSS L. CAMBRON, former credit manager of the clothing firm.

## Bring refreshment into play have a Coke




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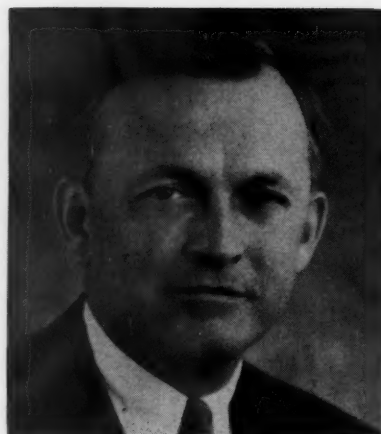
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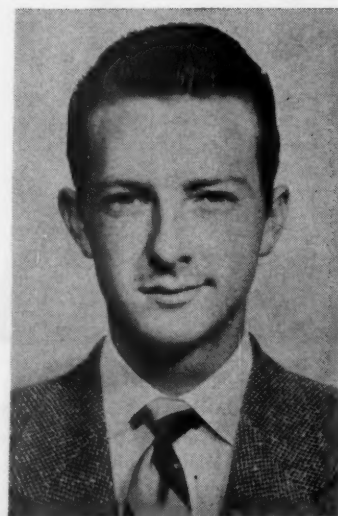


**Promoted**

V. A. Elmbald has been promoted from assistant district manager to district manager of the Dallas district of Graybar Electric Company, succeeding G. T. Marchmont who has retired. Mr. Elmbald's promotion was announced by A. E. Henges, president of the firm. Mr. Henges also announced that J. E. Fontaine would move up from assistant district manager to manager in charge of the Houston branch. Mr. Elmbald joined Graybar 32 years ago and has served in the Dallas district eight years.



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 IS  
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Advertisement



#### Wins Aviation Award

T. E. Braniff, president of the Braniff International Airways, has won the University of Denver's "Aviation Man of the Year" award. At a dinner in Denver early this month, Mr. Braniff's achievements in South American aviation and the merging this year of Braniff and Mid-Continent Airlines were cited as important reasons for the award. Braniff Airways, with headquarters in Dallas, is one of the world's largest carriers as a result of the merger.



#### Chamber Group President

Mrs. Emma Reid, general manager of the South and East Dallas Chamber of Commerce, is the first woman to head the Chamber of Commerce Managers Association of East Texas. She was elected last month at Tyler. Mrs. Reid has been with the South and East Dallas Chamber since 1947. She joined the association as secretary, then was elevated to executive secretary and then general manager.

RUSSELL A. PRESLEY, JR., has been named sales representative for Waddell & Reed, Inc., underwriters.

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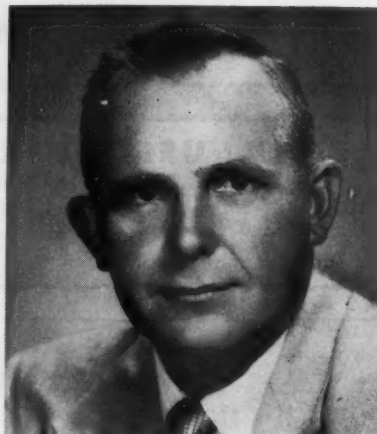


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**Chosen Director**

George I. Plummer, vice president in charge of transportation for the Dallas Railway & Terminal Company, has been elected a director of the firm, succeeding the late Dan D. Rogers. With the company since 1906, Mr. Plummer has the longest term of service in the company. He has served in his present position since 1939.



**Named Camp Leader**

Ray Bean has been appointed new director of Camp Grady Spruce on Possum Kingdom Lake. Mr. Bean, former camp director for the San Antonio Y.M.C.A., will have offices in the Dallas Y.M.C.A. He is president of the Southwest chapter of the America Camping Association. W. T. Nickell was named new resident manager for the camp, which is a branch of the Y.M.C.A.

Newly appointed manager of the municipal bond department of Dallas Rupe & Son is SCANLAND HILGER, a native of Dallas and business administration graduate of Southern Methodist University.

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### Appointed Underwriter

John H. Miles has been appointed hospitalization underwriter for the home office hospitalization department of Employers Casualty Company. Mr. Miles will supervise activities in the hospitalization department relating to underwriting group and individual applications and issuing policies, according to Porter Bywaters, E.C.C. hospitalization department manager. Mr. Miles, with 11 years' experience in the field, has been a Dallas resident 34 years.



### Elected President

Mrs. Anna S. Hill has been elected president of the Mail Advertising Association, which is carrying on a study of how to better serve customers. Mrs. Hill is president of the Annahill Letter Service in Dallas. Other officers are Tommie Morton, vice president; Bill Newman, secretary-treasurer and lettershop counselor, and C. M. Boyette, director.

Manager of a new office opened by Brainard Steel of Warren, Ohio, is GLEN BOYD. The office is in the Sante Fe Building.

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## Football

(Continued from Page 15)

nessee squad is John Davis from Bogata, Texas, who saw the 1951 game and followed the Vols back home. During the season, he has caught five touchdown passes.

Another veteran from the 1951 Cotton Bowl game is Andy Kozar, the big full-back who was voted the outstanding back of his first Cotton Bowl game as a sophomore. Injured in the Florida game, it is not certain whether he will be ready for the Dallas game. Before his injury, Kozar was headed for his best year and a spot on the All-America teams. He has netted 660 yards on 122 tries for a respectable 5.4 average. Kozar's play chipped in seven touchdowns in seven games.

Texas, the number ten team in the nation, came along fast in the closing stages of the season after stalling in the early part of the campaign.

The Longhorns turned back L.S.U. and North Carolina and then fell before Notre Dame 14-3 and Oklahoma 49-20 to raise a lot of doubts in Texas supporters. But the doubt was short lived and Texas ran through six conference opponents to roll up 262 points to 164 for the opposition over the full season, to convince the same followers that losses to Notre Dame and Oklahoma were no disgrace.

Texas boasts one of the best all-around backfields in the country. A quartet of T. Jones, Billy Quinn, Gib Dawson and Richard Ochoa makes up one of the best split T offenses that the Southwest Conference has ever had.

The workhorse of the quartet is Ochoa, the Longhorn fullback who picked up 819 yards on 194 tries to set up a 4.2 average in the ten games.

Dawson is the jack-of-all-trades for the Longhorns. Here is a part of his record: 649 yards on 131 tries for 5.0 average; five completions out of nine passes for 104 yards; 11 pass catches for 167 yards; six touchdowns, 26 points after and 3 field goals for a total of 71 points; 7 punt returns for 84 yards; 10 kickoff returns for 211 yards and three punts for a 31-yard average.

The man under the T is Jones, who has given Texas the spark that it needed. Over the ten-game route, Jones hit on 63 out of 132 tosses for 1018 yards and 7 touchdowns. On the ground, he picked up 281 yards on 77 tries for a 3.6 average.

The surprise of the Texas eleven is Billy Quinn, the sophomore who established a new Southwest Conference record for first-year scoring with a net



of 78 points. Nine passes came his way for 159 yards and one touchdown. In the ball carrying department, Quinn picked up 629 yards on 119 tries to finish up with a 5.2 average which is tops in the Longhorn backfield.

Up front, one of the mainstays is Harley Sewell, a rugged guard who plays on both the offense and defense side. Weighing 215 pounds, Sewell, a senior, has already been selected on most All-American teams and is one of the best guards the conference has produced.

In Tom Stolhandske, the Longhorns have one of the best all-around ends in the business. During the 1952 season, Stolhandske caught 30 passes for 519 yards and five touchdowns. An All-Conference selection the past two years, he is another Texas player who will find a spot on several national honor lists.

♦ ♦ ♦

## Basketball

(Continued from Page 15)

The tournament broke even in its first year, an encouraging sign. The committee believes if the tournament can be made to pay its way until the new S.M.U. field house is available, some time in 1954, it can then be made to pay a substantial profit that would be attractive to the participating schools, in view of the larger capacity the field house will have.

Basketball was presented as a feature of Cotton Bowl Week in 1948, the year the Automobile and Recreation Building was completed. An overflow crowd turned out to see S.M.U. play Notre Dame in the initial game. The next year, 1949, a four-team tournament was held with S.M.U., Baylor, Navy and St. Louis as the participating teams. There was a women's tournament in 1950 and last year the Southwest Conference tourney was begun.

In addition to all the conference teams, basketball fans will get to see all the cage officials that will be employed in conference play in action. Four officials will be selected to work the championship bracket, but all officials in the conference will take part in the tournament at some time.

On Tuesday morning, December 30, the eight head coaches will conduct a coaching clinic that will be free and open to the public. Each coach will speak on a phase of basketball.

♦ ♦ ♦

WILLIAM J. BRIGGS is the new Southwest sales manager for George A. Breon & Company, a New York City pharmaceutical manufacturing firm.

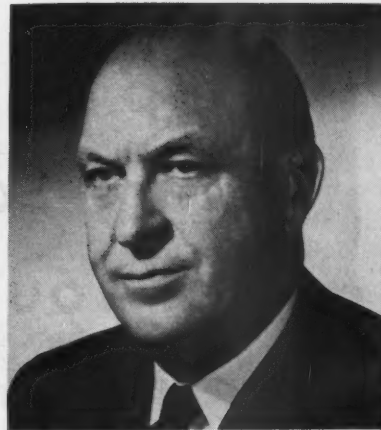


### Named Braniff Official

V. A. Kropff has been appointed assistant to the executive vice president of Braniff International Airways. He was assistant to the president of Mid-Continent Airlines before that firm's merger with Braniff. In aviation since 1929, Mr. Kropff helped pioneer air routes across the Pacific. He joined Mid-Continent in 1947.

♦ ♦ ♦

ROBERT T. HERZ has established sales promotion and advertising headquarters at 5850 McCommas Avenue.



### N.A.M. Director

Chester L. May, vice president of the Lone Star Gas Company and a past president of the Texas Manufacturers Association, has been elected a state director and member of the board of the National Association of Manufacturers. He is presently serving on the national advertising committee of the American Gas Association.

♦ ♦ ♦

GEORGE C. HANES has been elected vice president and general manager of the Grove Hill Cemetery Association.



## TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



**THE DORSEY COMPANY**  
DORSEY BUILDING • DALLAS

## RESIDENTIAL - COMMERCIAL - INDUSTRIAL



**AIR CONDITIONING  
AND  
REFRIGERATION  
CONTRACTORS**



## DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone STerling 4451

# Help in Planning Future Safeguards for Your Family

Many cases can be cited where this Bank has provided the necessary safeguards, and the sympathetic and friendly interest that widows and children so often need.

Financial protection is a matter of serious importance for a family, when the head of the family is gone. But the warm, personal touch of dependable friends is also important.

Ask one of our Trust Officers to explain in detail the many ways in which this bank can help in safeguarding your property and assisting your beneficiaries.

A consultation will cost you nothing and will be strictly confidential.

TRUST DEPARTMENT

## Dallas National

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

## Bank

"Oldest Trust Department in Dallas"

NO MATTER YOUR LIFE INSURANCE NEED

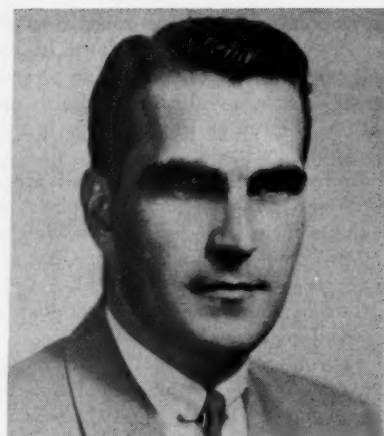
*there's a Southwestern Life policy  
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE  
GROUP LIFE INSURANCE  
ANNUITIES • PENSION PLANS

## Southwestern Life

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS



### Conference President

Harding L. Lawrence, vice president of the traffic and sales for Pioneer Air Lines, has been named president of the Air Traffic Conference. Mr. Lawrence, who has been with Pioneer for more than seven years, is the first local service airline representative to be elected to the presidency of the conference, which is composed of all traffic and sales officials of the scheduled airlines.

### The Best Thing

(Continued from Page 30)

mas and semi-colons in her latest novelistic spasm, "Giant."

A good thing about Mr. Leslie's writing is that he is a skillful scene-shifter and flash-backer. We think you'd have to turn to J. P. Marquand to find someone better in this department of novel writing.

"The Best Thing" has gotten happy reviews from coast-to-coast except for the one in a Louisville, Kentucky, paper. This Kentucky guy said the author should give up novel-writing and turn his full attention to selling women's clothes. (Mr. Leslie is an executive with the Neiman-Marcus Company and the author of the "Wales" column in N-M's ads.)

The *New Yorker* thought Mr. Leslie a "cheerful, intelligent writer" but the magazine's reviewer thought an otherwise good novel had been spoiled by what he called a melodramatic ending. Now this is the most naive thing we've ever read in the *New Yorker*. For the boy in the book is a deserter from the Marine Corps. He became the common-law husband of a backwoods Indian woman. And she is going to have a baby. How are you going to break off these events without some melodrama?—Frank X. Tolbert.



#### Engineer's President

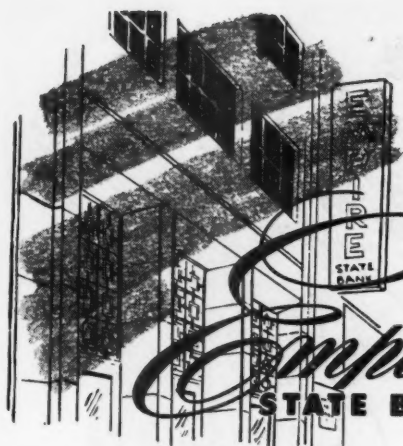
T. C. Forrest, Jr., has been nominated for the presidency of the National Society of Professional Engineers. Mr. Forrest will become the second Texan to serve as national president of the 18-year-old organization. He served as chief engineer for the Texas Centennial and as a consultant for the New York World's Fair. He is an active member of the Dallas Chamber of Commerce and the Greater Dallas Planning Council.



#### Opens Agency

Herbert Holcomb is now North Texas manager for the Life Insurance Company of Virginia and has opened the Herbert M. Holcomb Agency at 601 Tower Petroleum Building. Mr. Holcomb is manager of 73 North Texas counties for the Life Insurance Company of Virginia.

R. R. DAVENPORT, vice president and agency director of the Southwestern Life Insurance Company, has been elected to the board of directors of the Life Insurance Agency Management Association.



**Friendliest Bank  
in Town . . .**

**Where Your Business  
is appreciated**

**Empire**  
**STATE BANK OF DALLAS**  
1808 MAIN STREET

MEMBER FEDERAL RESERVE SYSTEM  
MEMBER FEDERAL DEPOSIT INSURANCE  
CORPORATION



MEMBER SOCIETY OF INDUSTRIAL REALTORS

**HOWELL H. WATSON**  
*Realtor*

Fidelity Union Life Building • DALLAS • Phone RA-5484

**LUMBER** LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL  
AND DEFENSE PLANT ORDERS

**OLDHAM LUMBER COMPANY**

927 South Haskell Avenue

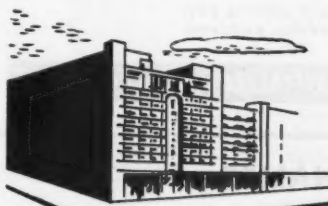
Phone TAYlor 5194

**IT'S HERE TODAY AND HERE TOMORROW**

THAT'S WHY

**Good Paving  
COSTS LESS**

It lasts longer



Consider the life of the paving, not the initial cost. The Texas Bitulithic Company possess the three requirements for producing long-lasting, low-cost paving.

EQUIPMENT . . . over \$1,000,000 in modern machinery.

EXPERIENCE . . . 45 years in the Southwest.

KNOW HOW . . . over 600 employees with 93 key personnel in the grade of foreman or above.

**ASPHALT OR CONCRETE**

See us first for estimates



2121 Irving Boulevard

Phone RIVERSide 3531





Yes, it's going to be a MERRY CHRISTMAS with presents and fun for everyone . . . and it will always be that way for your family as long as you are here to see to it.

But, what would happen to your family, your home, your children's education . . . who would make sure their next Christmas would be a merry one if something happened to you? The Southland Life Representative can help you answer this question . . . and help you see to it that every Christmas will be a MERRY CHRISTMAS regardless of what the future brings.



ASSETS OVER \$156,000,000  
Insurance in force over \$740,000,000  
Paid to Policyholders and Beneficiaries  
over \$100,000,000

*Southland Life*

INSURANCE COMPANY

JOHN W. CARPENTER, President Home Office: DALLAS  
"Serving Since 1908"

Ask Southland Life to assist you in solving your mortgage loan or business expansion problems.

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

TWO GREAT NAMES  
IN AIR CONDITIONING

**Chrysler**  **Airtemp**

— AND —

*Matthews Engineering Company*

2122 OLIVE STREET • Riverside 5166



#### Named Sales Manager

Ralph N. Yeargan, native Dallasite, has been promoted from southwestern region manager to sales manager of the western sales region of the John B. Stetson Company. He fills a vacancy created by the retirement of Elbert J. Carr. The western region includes eight states. He joined the hat firm 20 years ago as a junior salesman and office boy.



#### Appointed Manager

Joseph J. Paige is new southwestern manager of John Budd Company, newspaper representatives. His headquarters are in Dallas and he succeeds James A. Crouse, who has gone to New York as president of the company. Mr. Paige formerly was with the advertising department of the *Times Herald*.

1 1 1

Life memberships in the Texas Manufacturing Association have been presented two Dallas men, LINDSLEY WATERS, JR., and S. COOPER PARKS. Mr. Waters is vice president of Tennessee Dairies and Mr. Parks is president of Weaver Iron Works.

DALLAS • DECEMBER, 1952



#### Heads Paint Club

James H. Robbs, manager of the industrial chemical department of Van Waters & Rogers, Inc., is the new president of the Dallas Paint Club, an affiliate of the National Paint, Varnish and Lacquer Association. He will serve until September 30, 1953.



#### Heads Auto Group

John D. Harvey of the Harvey-Merrihew Company, Ltd., has been elected president of the Automotive Booster Club, Southwest Number Four. The Dallas group has 200 members, who are factory and manufacturers' representatives. Other officers are J. W. McGavock, first vice president; Ben Abbott, second vice president; T. H. Everett, secretary, and E. L. Shipp, Jr., treasurer. Directors are Ray C. Ricke, John E. McEvoy, Herbert M. Cree, Jr., Lee W. Boswell, Paul M. McKay and Edward U. Klippi. Baron Creager is editor of the club's monthly publication, "Jack Rabbit."

1 1 1

PETE A. LEWIS has joined Builders Equipment Company to assist masonry and general contractors.



... who's got the button?

**you have!**

Our customers also deserve an Otis service pin. As we approach our silver anniversary year we gratefully acknowledge *your* share in our progress . . . in making Otis the only organization in the Industry with a full complement of "pressure control" facilities—from manufacturing and marketing to field service crews which offer a large variety of services conducted "under pressure." Thank you for your part—for being our customers.



**Otis Pressure Control, Inc.**

Established in 1928 by H. C. Otis as The Southern States Company

# Ask Your Agency!

How you can take advantage of the tremendous Buying Power represented by the Key Executives who read DALLAS every month.

Ask your Agency how you can cut waste circulation and reach the Mass Dallas Business Market—at the Point of Decision—with Your Sales Message.

Advertising Agencies know the pulling power of this 30 Year Old Medium—First in the Nation in its field—First in Dallas in Business Readership.

Your Agency knows Advertising. Your Agency knows how you can round out your 1953 Advertising Program—how you can add good will and prestige PLUS sales results—

ASK YOUR AGENCY...

... About

**DALLAS**  
IN YOUR PLANS  
FOR 1953

Call

**PROspect 8451**

**DALLAS**

**TOM McHALE**

Advertising Manager

Business Magazine of America's  
Number One Region of  
Opportunity

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# Lone Star Gas Company program builds **SALES** for Gas Appliance Dealers

**D**EALER ASSISTANCE at Lone Star is full-time work for some employees. For others, it is important work performed regularly. Active work schedules are essential because Lone Star's dealer program is designed to produce results . . . to increase the sale of quality appliances by dealers, to lower their service costs, and to keep their customers satisfied. Activities include:

- *Newspaper, radio and television advertising* that directs readers or listeners to dealer stores. During special promotions, ad mats, radio scripts and display material are supplied dealers at no cost.
- *Assistance in sales training* — using films, product demonstrations and literature.
- *Financing* the sale of approved gas appliances for dealers, when requested.
- *Store promotions* — assistance in planning, securing and using display material. Lone Star Home Economists frequently conduct demonstrations on the dealer's sales floor.
- *Cooking Schools.* Dealers display their ranges and furnish range used in demonstrations.
- *Home calls* at dealer's request. Home Economists call on dealer's customers, give care and use information.

This program works to the advantage of dealers, customers, manufacturers and Lone Star. For it is a fact that natural gas service can be little better than the appliance through which it is used.



## Lone Star Gas Company



### NOW

NOW ON  
Old Stove Round-up **SALE**  
AUTOMATIC GAS RANGES



**NOW! Meals by clock control**  
Set the clock control and temperature desired, your Gas Range does the rest. No need to watch the pot. Longest life instead of your old range when you're busy!



**NOW! Smokeless broiling**  
Hatched for broiling out of high heat smokeless broiler pan. Hatched broiler makes and broiler pan is removable for easy cleaning. No range broiler smoke!

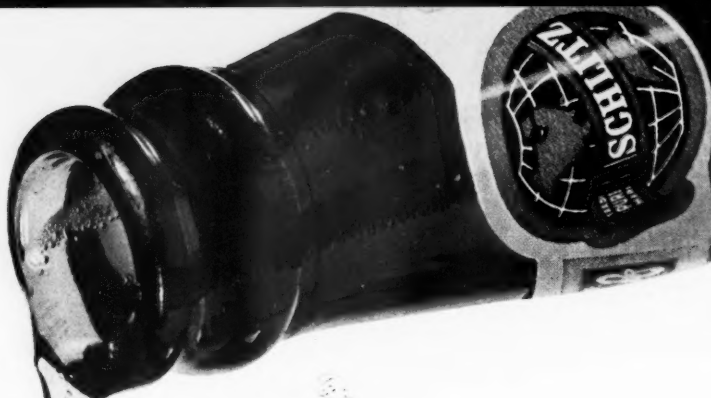


**NOW! Absent cooking**  
New feature being made in a kind of new economy — set low. Set timer. Turn to another. Leave. Return when time signals. Range pot warming and food perfectly well not needed!



See your Gas Range Dealer or  
Lone Star Gas Company

**S. H. LYNCH & CO.**  
Wholesalers  
Gaston at Oakland, Dallas



*"... I told him about the kid's first tooth.  
He really seemed glad to hear the news ...  
Then he showed me a snap of his youngster ...  
Before we knew it, it was time to catch the train."*

Yes, that's a fragment of folks' lives that goes on every day across two glasses of Schlitz, the friendly liaison, the happy meeting ground.

The clean, bright taste and the stand-up character of Schlitz don't just happen. People tell us our folks have always had a "Gold Thumb" when it comes to putting together the sensitive ingredients of beer.

That's why more people prefer (and buy) Schlitz than any other beer.

If you  
like beer...you'll love Schlitz



© 1952  
Jos. Schlitz Brewing Co.  
Milwaukee, Wis.

The beer that made Milwaukee famous

# Dallas PIONEERS



Published

**857 Sanger Bros.**  
In Texas

Opened Dallas Store in 1872

**869 The Schoellkopf Company**

Manufacturers and  
Wholesale Distributors

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**889 Austin Brothers Steel Co.**

Steel for Structures of Every Kind

**892 The Egan Company**

Printing, Lithographing, and  
Embossed Labels

**893 Oriental Laundry and Cleaners**

Fine Laundry, Cleaning,  
and Fur Storage

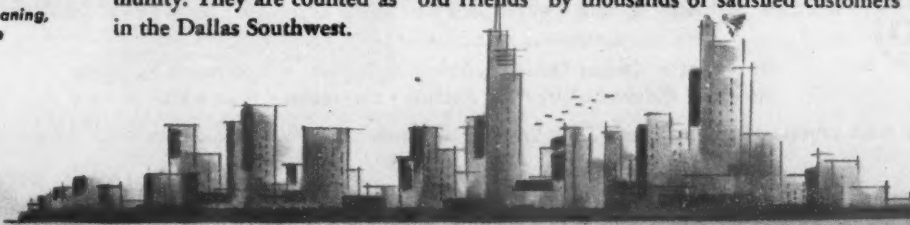


THE above artist sketch\* typifies the pioneer struggle with Indians for the winning of Texas. The Caddo Tribes, living in the vicinity of Dallas, were the largest group—but the Comanches pushing down from the Northwest, were the fiercest fighters and played a leading role in the long conflict between white and red men in the territory lying between the Red River and the Rio Grande. A recent book, "The Last Frontier," published by the Katy Railroad, tells the story of the Katy's plunge during 1870 through the lands of the Five Civilized Tribes into Texas. The first railroad came into Dallas in 1872 over wooden bridges. During the latter decades of the past century, steel bridges came into the rail picture. In 1889, Frank Austin, who represented the King Bridge Company in Texas, founded the Austin Brothers Steel Company. He was later joined by his brother, George L. Austin. During the past half-century this firm has fabricated and erected steel for almost every kind of structure in the Southwest including some of the most prominent buildings in the Dallas Skyline. In 1947, the firm established a plant in Houston and serves the Southwest today from both plants and general offices in Dallas.

\*Sanger Collection

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Established

**1896 Briggs-Weaver Machinery Co.**  
Industrial Machinery  
and Supplies

**1897 Anderson Furniture Co.**  
Dallas' Oldest Furniture Store

**1898 Lang's Floral & Nursery Co.**  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1898 The Praetorians**  
Life Insurance Service

**1902 Cullum & Boren**  
Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1903 First Texas Chemical Mfg. Company**  
Pharmaceutical Manufacturers

**1903 Republic Insurance Company**  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

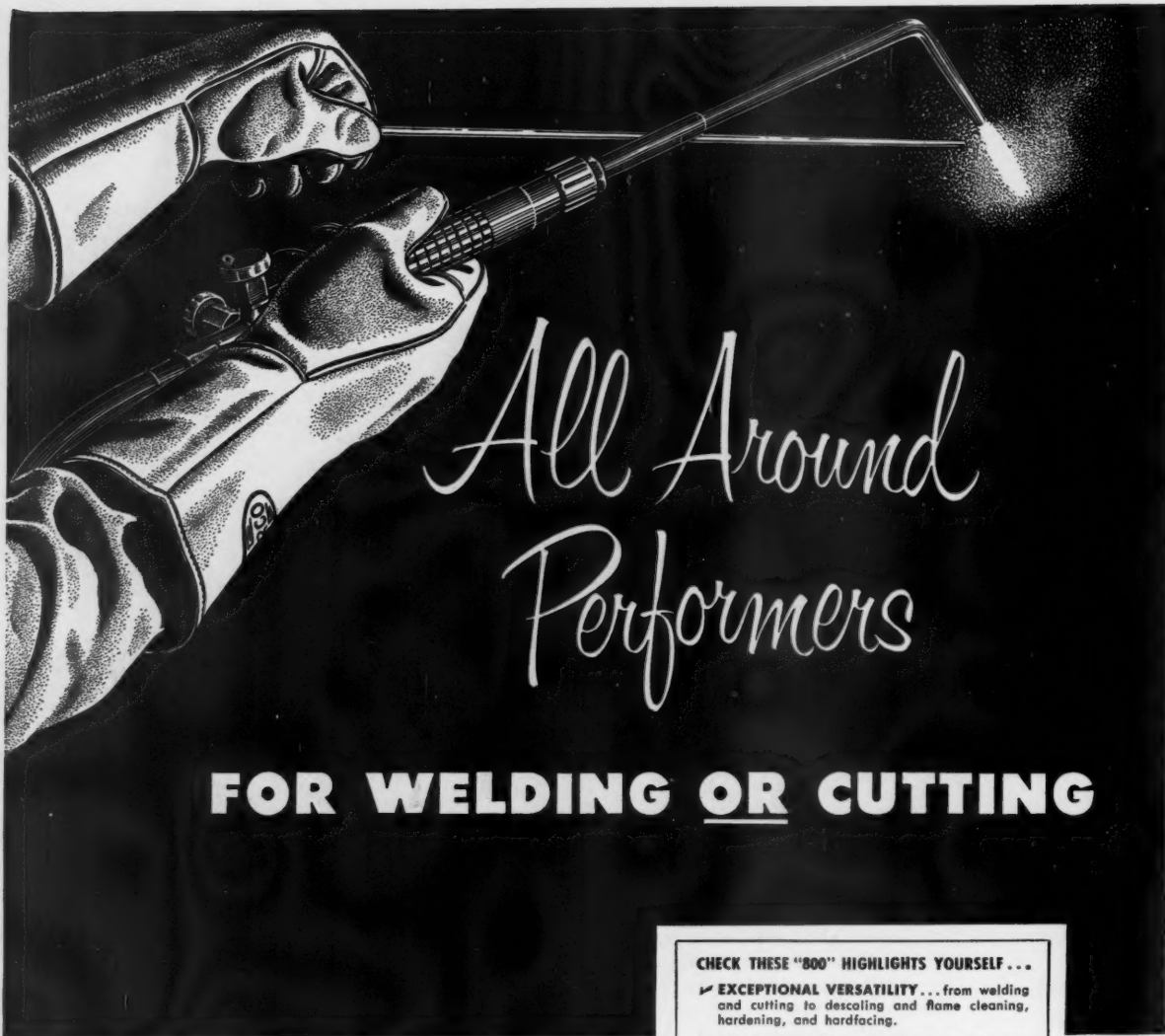
**1905 Smith's Detective**  
And Nightwatch Service  
Electrical Protective Service

**1907 Tennessee Dairies, Inc.**  
Gold Seal Dairy Products

**1910 Moser Co. Realtors**  
Industrial and Commercial  
Leases and Sales

**1911 Graham-Brown Shoe Company**  
Manufacturing  
Wholesalers





# All Around Performers

## FOR WELDING OR CUTTING

The Airco No. 800 Torch — with a wider welding range than any other torch on the market — is ready for any job from fine sheet work to heavy sections. A wide selection of tips permits unusual weld-and-cut versatility ... while rugged construction makes it a natural for "rough and tumble" shop and field work.



AND ... the Airco 8400 series two-stage regulator is your guarantee of constant gas pressure. One pressure setting needs no further attention. Saves time, gas, with trouble-free operation — gives better flame performance in welding and cutting. Ask for Catalog 5, Regulators.

### CHECK THESE "800" HIGHLIGHTS YOURSELF ...

- ✓ **EXCEPTIONAL VERSATILITY** ... from welding and cutting to descaling and flame cleaning, hardening, and hardfacing.
- ✓ **WIDE TIP RANGE** ... long flame or bulbous up to size 10. In separable swaged tips — up to size 13.
- ✓ **LOWER OPERATOR FATIGUE** ... 10 inches long; 21 ounce weight; planned balance minimizes operator fatigue.
- ✓ **FOR METAL CUTTING, TOO** ... quickly converted for cutting either thin sheets or heavy plate up to 5-6" thick.

Ask for Catalog 2, Hand Torches for Welding and Cutting.

**SUPPLIES, TOO** ... Airco maintains a full line to complete the team for all around welding, cutting and hardfacing. Write for further information on welding rods (Catalog 12) ... electrodes (Catalog 10) ... as well as hardfacing alloys (Catalog 11) ... and accessories, (Catalog 13).

AT THE FRONTIERS OF PROGRESS YOU'LL FIND



## AIR REDUCTION MAGNOLIA COMPANY

A Division of Air Reduction Company, Incorporated

Beaumont • Corpus Christi • Dallas • El Paso • Fort Worth • Hobbs  
Houston • Oklahoma City • San Antonio • Shreveport • Tulsa • Wichita Falls

Southwestern Headquarters for Oxygen, Acetylene and Other Gases ... Carbide ... Gas Welding and Cutting Machines, Apparatus and Supplies ... Arc Welders, Electrodes and Accessories

# When rocket freight rolls



## Your Railroad

plays an important part in helping maintain the great flow of products through **Houston, Texas City, and Galveston** Gulf Ports.

# on your railroad... the Rock Island

**Freight shipments** are "aces" on Rock Island. From consignment to delivery every modern device is employed to speed and safeguard shipments... be they carload or L.C.L.

**Rock Island's 8000 miles** of rail, directly serving 14 of our nation's greatest states, are supplemented by 5000 miles of coordinating truck routes. Centralized Traffic Control provides safe and more efficient use of rails. Reduced curves and grades provide straightened lines that enable the powerful diesels to travel at increased speeds.

**Most modern equipment** is employed for the handling, transfer and expediting of freight. The new, modern freight house at Armourdale (Greater Kansas City) is an example; the great Hump-Retarder Classification Yards are another.

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These are a few of the notable improvements produced by the program of Planned Progress, a program that is supporting the continuing development of the great industrial Midwest.



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for further information, ask:

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... That briefly, is A. L. Ingall's reason for his firm's use of Mercantile Drive-in-Deposit service. Mr. Ingalls is president of Triangle Motors, Dallas' exclusive Oldsmobile Dealer, at Cedar Springs and Maple. He tells us that his firms have used our Drive-in daily since May, 1945. The Triangle staff drives right up to the teller's window to make bank deposits or pick up payrolls. Because they never leave their cars, Mr. Ingalls estimates that they save 35 to 45 minutes a day as they drive in on Commerce—out on Main.



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